

AMERICAN NURSERYMAN

THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE
CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XXXVII

FEBRUARY, 1923

No. 2

Painesville Nurseries



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THIS PAGE PRESENTS American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Fifth Annual Meeting in Chicago, Ill., June, 1923. F. W. von Oven, Naperville, Ill., Secretary
TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION ALSO IN THE "AMERICAN NURSERY TRADE BULLETIN"

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Complete assortment of Evergreens including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Biotas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

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Bobbink & Atkins

Complete collection of Broad-leaved Evergreens.

Complete collection of Choicest Evergreens, such as Rhododendrons, Azaleas, Hollies, etc.

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Hardy Herbaceous Plants.

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Careful Inspection Invited.

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1-year XX—Equal to 2-year-1
1-year-No.-1 1-year-No.-2
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Altheas in varieties, Barberry Thunbergii seedlings, Calycanthus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttei, Write for quotations.

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Complete in grades and sizes

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Maidenhair Ferns, No. 1	3.00	20.00
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If you have not been in the habit of preserving in consecutive order your copies of the American Nurseryman, permit us to suggest the advisability of doing so, commencing with the January issue this year. Such a file of a Trade Journal of this character will often prove invaluable for reference.

SPECIAL OFFER

We have several items of ornamentals on which we can make special attractive prices. This Stock dug, ready for IMMEDIATE shipment. If you can use, write or wire us.

2000 Tree Snowball (*Viburnum Opulus Sterilis*), 4-5 ft.

2000 American White Elm, carload lots, all grades 1½ to 3 in. caliper.

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Shenandoah, Iowa

We are now busy grading and storing our stock but indications are that we will have a very complete assortment for Spring 1923.

Prices are working upward and some stock is not plentiful. Now is a good time to buy.

We Can Still Offer

APPLE, One Year	APPLE, Two Year
Leading varieties	A fair assortment
CHERRY, One Year	CHERRY, Two Year
Strong on Richmond	All popular sorts
PEAR STANDARD and DWARF	PEACH and APRICOT
One and Two Year	Good variety list

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Fine blocks of Shade Trees, Forest Tree Seedlings, Ornamentals and Roses.

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Apple Seedlings and Japan Pear Seedlings

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R. S. LAKE, Sec'y-Treas.

Printed Salesmen

We have just made several nursery catalogues that we think—and our customers think—are good ones. Each catalogue is different from the others: distinct and individual. Each holds a mighty strong sales idea that has been carefully developed and invitingly presented.

With the permission of our friends for whom we made these catalogues, we have printed a few extra copies that we shall be very glad to send on request and while they last, to other nurserymen who are buyers of printed matter made to sell trees and plants.

THE DUBOIS PRESS

Horticultural Color Printers

Rochester, New York



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Belle of Georgia.....	3000	2500	2000	2000
Carman	1500	2000	1000	500
Champion	3000	1500	1000	500
Crawford Early	400	300	200	100
Crawford Late	250	250		100
Crosby	200	100		
Foster	200	250	100	100
Fox Seedling	1000	500	500	200
Greensboro	2000	1500	2000	1000
Mountain Rose	800	400	400	100
Hieley	500	1000	600	400
Iron Mountain	400	500	200	300
Old Mixon Free.....	800	300	350	100
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300 N. W. Greening	400 Hyslop
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McIntosh in assortment only.

THE BARNES BROS. NURSERY CO.
YALESVILLE, CT.

AMERICAN NURSERYMAN --- FEBRUARY, 1923

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlior operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concern.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Add ten cents unless bank draft, postal or express money order is used. Three years \$5.00, in U. S.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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Preferred
Stock

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(Rosa Rugosa Rubra X Crimson Baby Rambler)

AVAILABLE FOR

SPRING 1923

Description: True rugosa foliage, with bright crimson flowers produced in clusters all summer from early spring to late fall — strong grower — vigorous bloomer — particularly suitable for hedging and mass planting — very hardy.

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Wholesale Only

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NEW YORK STATE

The
Preferred
Stock

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CLEMATIS ASSORTED AMELOPSIS VEITCHII
2 and 3 year 2 and 3 year
HYDRANGEA P. G. and SPIREA ANTHONY WAT-
ARB. ERER
CLIMBING, BUSH and TREE ROSES

SPECIALS

DELPHINIUM 2 year field grown BELLADONNA
Per 100 Per 1000
\$8.00 \$40.00

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Onarga, Illinois

RICE BROTHERS CO.

GENEVA, N. Y.

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Fruit Trees, Ornamental Trees,
Shrubs and Roses**

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Hybrid Teas
Hybrid Perpetuals
Baby Ramblers
Climbers

SCARCE ITEMS

Barberry Thunbergii, heavy, 3 year.
California Privet, 3-4 ft., 2-3 ft.
Hydrangea P. G. 3-4 ft., 2-3 ft., 18-24 in.
Hydrangea Trees, light, 3-4 ft.
Plum on Plum
Abundance and Burbank
Peaches—largely Elbertas
Standard Pears—Bartlett
Multiflora Japonica Seedlings—very scarce
Kansas Grown Apple Seedlings
French Fruit and Rose Stocks—at Manchester ready
now for shipment
and a whole lot of other good items shown on our bulletins
which are moving frequently.

WRITE TODAY FOR LAST ISSUE



C. R. BURR & COMPANY

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MANCHESTER, CONNECTICUT

We will not sell at wholesale to retail buyers.

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**English Walnuts
Franquette Walnuts
Cherries
Carolina Poplars
Lombardy Poplars
Black Locusts
Climbing Roses**

We have at Shenandoah, Iowa, now ready for re-shipment, two boxes each containing one hundred 4/6 ft. English walnuts, one box containing two hundred 4/6 ft. English walnuts, and one box containing three hundred 3/4 ft. English walnuts. These are the famous Franquette English walnuts. Wire your order. We will wire shipping instructions.

Car lots will be distributed from Eastern and other reshipping points this spring. Write for prices on your requirements.

OREGON NURSERY CO.

ORENCO, OREGON

American Nurseryman

The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol XXXVII

ROCHESTER N. Y., FEBRUARY, 1923

No. 2

Illinois Nurserymen's Convention National In Scope

In the sense that the proceedings were upon national lines and the attendance was from various states, the fifth annual convention of the Illinois State Nurserymen's Association in Chicago, January 11-12, was a national convention. Most of the Middle and Mississippi Valley states were represented as were also Alabama, Massachusetts and Connecticut and intervening states. The program subjects were national in their scope without exception. The attendance was more than one hundred, 98 being at the Thursday night banquet.

The first session was opened by a clergyman, Rev. Asa D. Ferry, D. D., Edgewater Presbyterian Church, Chicago. Wm. A. Peterson's pastor; the first speaker at the banquet was Rev. Dr. Chapman, Episcopal Church, Aurora, Ill., Secretary Young's pastor. The proceedings throughout were marked by the harmony which characterized the openings.

One of the most practical addresses of the kind, at any nursery convention, was that by President George Klehm, Arlington Heights, Ill., the suggestions in which were productive of resolutions adopted later.

On account of the full program Secretary Young omitted presentation of a written report. Treasurer Miles Bryant reported that there was in the general fund \$46.67. In the Plan to Plant Another Tree fund the receipts amounted to \$3037.87; the expenditures \$2821.87, leaving a balance of \$216.

At the request of President Klehm and in accordance with the program announcement, Alvin E. Nelson, Chicago, introduced the official representatives of other Nursery trade associations.

Donald Wyman, representing the New England Nurserymen's Association of which he is secretary, brought greetings from his association by direction of the president, Edward C. Gillett. The association has 75 active and nine honorary members. These feel that they are pioneers in providing college courses for Nurserymen, since such work has become established at Amherst, Mass., in the Mass. Agl. College through the association's efforts. It is thought that a two years' course may be provided there. New England Nurserymen are heartily co-operating. They have had on the whole a very satisfactory year's business and are raring to go in 1923. Pleasure was expressed that Secretary Young of the Illinois Association was to address the Yankees, January 30th, at the annual meeting in Boston, on "Plan to Plant Another Tree."

Horton Bowden, Rice Brothers Co., Geneva, N. Y., extended hearty greetings from the New York State Nurserymen's Association and invited Secretary Young and the other Illinois men to the annual meeting in Rochester, N. Y., Feb. 8th, at the Powers hotel.

B. J. Manahan, Pontiac Nursery, Detroit, Mich., president of the Michigan Nurserymen's Association, invited all present to at-

tend the next meeting of his association Jan. 1924, and hoped that Secretary Young would be on hand then if not before to present "Plan to Plant Another Tree" in person.

E. S. Welch, Mt. Arbor Nurseries, Shendoah, Ia., long a member of the executive committee of the American Association of Nurserymen whose first contribution to the "Plan to Plant Another Tree" movement was \$1000, represented the national organization at this convention, by special designation by President Paul C. Lindley. Mr. Welch brought greetings from the A. A. N. and in behalf also of the Western Association of Nurserymen, of which he is an act-



ALVIN E. NELSON, Chicago, Ill., President Illinois Nurserymen's Association
ive member, invited all present to the annual meeting of that association in Kansas City, Mo., Jan. 24-25, at which time the executive committee of the A. A. N. would meet, and also the standardization committee. Regarding the American Association, Mr. Welch said that the Oct. 1, 1922 report by the treasurer showed a balance in the treasury of \$17,752. The association has 346 members and hopes to have 500 by convention time in June. "The A. A. N. is a necessary organization," said Mr. Welch, "and it has undoubtedly accomplished much. The Market Development campaign is still on; it will not conflict in any way with similar movements. (List of articles to be sent to newspapers in 1923 read). The association will meet at Congress hotel, Chicago, June 27-29 and we hope to see you all there as members."

George F. Verhalen, president Southwestern Nurserymen's Association, Scottsville, Tex., telegraphed: "Greetings and good wishes from the Nurserymen of the great Southwest. After a generally good growing season during which only small localities report drouth, we are experiencing an unusually heavy demand in all lines, and especially roses. We feel that prosperity has returned. We are ready heartily to co-

operate with your live organization in the active efforts it is making for the growth of our industry."

President T. A. Torgeson, Northern Retail Nurserymen's Association, wrote from Estavan, Saskatchewan, Canada: "At the recent meeting of our association a resolution was adopted indorsing 'Plan to Plant Another Tree.'"

"How the Grower, Wholesaler and Retailer can unite to Sell More Nursery Stock" was the subject of a timely address by Philip Breitmeyer, leading florist of Detroit, and Nurseryman. This will appear in these columns in regular course.

A. C. Wilson, seed analyst of Illinois, who aided Secretary Young in the preliminary work on "Plan to Plant Another Tree," said: "I am glad to have had a small part in this great movement. You couldn't do better than to put Mr. Young in charge of this work exclusively. There is a great future for it."

At the opening of Thursday afternoon's session, J. Fred Ammann, Edwardsville, Ill., field organizer of the F. T. D., spoke on "Pulling Together." "Less than ten per cent of the florists of the country, have subscribed to the fund for 'Say it with Flowers,' yet look at the results," said Mr. Ammann. "To my mind a trade slogan is very much like the trade mark of a manufacturing company. You are not ashamed of you trade mark. To secure the effect of a slogan, time, money and great effort are needed. You have got to go out into the field and establish it. There is a fund already started—\$3000, I believe. You have made a good beginning. These boys—I'll not call them anything else—who sat up until midnight creating and pushing the slogan are entitled to your gratitude and that of all others not only now but for generations. I plead for closer co-operation with all branches of the industry. We have many problems in common."

The president of the Chicago Florists Club said: "The idea of your slogan is good. It ought to be the point of contact between Nurserymen and Florists. I suggest that a committee from this association be appointed to discuss this subject with a like committee from the florists' association. I extend to you all an invitation to attend the meeting of our club at the experiment station, Urbana, in March. The quickest action, you will find, can be attained through the state and district trade associations. It takes too long in the national association."

Upon motion of Alvin E. Nelson a committee as suggested will be appointed.

A paper prepared by Mrs. C. T. Smith, Concord, Ga., on "How Concord Observed Fall Tree Planting Week Under Plan to Plant Another Tree," was read by Donald Wyman, in the absence of Mrs. Smith. The substance of this paper has been used in the American Nurseryman.

Secretary Young at this point made his

Illinois Association

address on the "Plan to Plant Another Tree" movement which is published in full on another page of this issue.

The report of Treasurer V. D. Hill, the D. Hill Nursery Co., Dundee, Ill., outlined what has been done in financing the preliminary work on "Plan to Plant Another Tree," and what is suggested for 1923. The address by Mr. Young and the report by Mr. Hill elicited great interest and frequent applause.

Mr. Hill announced that as the result of much deliberation and consideration of the needs, it had been determined to fix the "Plan to Plant Another Tree" budget for 1923 at \$10,000. This is a comparatively small amount in view of the importance of the work, the great field to be covered and the momentum which the movement has attained. But it is the desire to proceed wisely and well. It is the firm purpose to restrict operations so far as practicable to the amount of money in hand; and in no event (in the case of matters which might suffer by delay for lack of immediate funds) to permit expenditure to exceed \$300 beyond the amount actually in hand; it being the purpose to keep any unpaid contracted obligation at a figure where the committee can float the bill individually should it prove necessary.

Alvin E. Nelson—"Mr. Young has worked without remuneration for a year and he offers to go on for another year giving his time freely to the work. But I question the advisability of allowing him to do so. It is too arduous work to be done without compensation."

Mr. Young—"If there is to be any provision for such a purpose, turn it all into the big work before us which needs it. I want to go on for another year as I have been doing and put this work over. In another year or so you can talk of the other matter if we are successful."

Mr. Peek of the Capper publications said that "Plan to Plant Another Tree" fits in well with what his publications are doing, for the benefit of communities.

Mr. Rigour, Elgin, Ill., offered to supply 1000 aluminum signs bearing the slogan, to be hung up generally. He said he hoped that eventually one of these signs would hang in every school room in the land, in every club room, in every bank, in every railroad station.

Mr. Hillman, editor of the Florists Review indorsed the idea of co-operation between Nurserymen and florists.

Secretary Young read an article published in the Prairie Farmer advising readers not to buy goods advertised only in circulars, but rather to buy from advertisers in that and other journals. He said representations had been made to the editor of the Prairie Farmer that, as Nursery catalogues might be classed under the heading of the article, an injustice was done the Nurserymen. The editor had promised to counteract the effect of the article by a succeeding one, that the article in question should not have appeared.

Guy A. Bryant reported for committee that, where a replacement clause was used at all by Nurserymen, the offer should uniformly be to replace at one-half the original price. This was not to be understood in any way as a regulation, but simply as a suggestion, for uniform practice; it being realized that some Nurserymen do not make any announcement as to replacement of stock.

Papers were read as per program. Mr. Washburn of A. Washburn & Sons, Bloomington, Ill., reported for the committee on exhibits. F. E. Mason & Co., Batavia, N. Y., offered to provide paper seals bearing

the slogan "Plan to Plant Another Tree," and exhibited samples.

Upon motion of Alvin E. Nelson, the policy of extension of the work of the horticultural department of the University of Illinois, as outlined by Prof. J. C. Blair, was commended by the association. The project of a laboratory at the university was also approved.

At the request of the committee on revision of the constitution and by-laws, further time was granted. A telegram from John Watson, Rochester, N. Y., expressing interest in the work of the association was read. The death of R. J. Coe, of Coe, Converse & Edwards, Fort Atkinson, Wis., was announced.

Officers were elected as follows:

President—Alvin E. Nelson, Chicago, Ill.

Vice-President—V. D. Hill, Dundee, Ill.

Treasurer—Miles Bryant, Princeton, Ill.

Executive Committee—A. M. Augustine, Wm. A. Peterson, Guy A. Bryant, A. H. Hill, Alvin E. Nelson, V. D. Hill, J. A. Young.

President Nelson suggested to the Association that in the near future consideration be made of the advisability of electing to the executive committee some of the young members of the association upon whom the organization must learn to depend.

Secretary Young expressed his deep appreciation of the heavy responsibility of conducting the details of the Plan to Plant Another Tree movement. There was so much to be done in that line that he would tender to the executive committee his resignation of the office of secretary. Later he was urged to retain the office and plenty of help in the work was promised.

RESOLUTIONS

The committee on the president's address reported these resolutions which were adopted:

Resolved, That this Association expresses its hearty approval of the proposition to establish a laboratory at the University of Illinois for aiding the work of the Nurserymen, and notes with satisfaction that the executive committee has appointed a special committee in the matter.

Resolved, That this Association recognizes to the fullest extent the necessity for correct uniformity in methods of distribution of Nursery stock as affecting in succession the grower, the wholesaler, the retailer; that the interests of each of these classes must be considered in the distribution of Nursery stock from the Nurseries to the planter; that, for the best interests of all, the retailer must be protected by both the grower and the wholesaler in the matter of distribution; the retailer in all cases being the medium through which the grower and the wholesaler are to reach the public; that this Association expresses a strong disapproval of any transaction which does not take into account the sound principles of business and which does not regulate distribution on this basis; that, under any circumstances, price quotations, in or out of the trade, should be with due and strict regard to the retailer's interest.

Resolved, That, in view of the large field for planting Nursery stock that is not now reached, this Association favors a larger number of distributors, to the end that there may be much greater distribution.

Resolved, That this Association should co-operate with florists and landscape architects in the distribution of Nursery products in the planting movement.

Resolved, That this Association again pledges its hearty support to the project for the construction of a Temple of Horticulture in the heart of Chicago, to be a part of the Chicago City Plan, and that a committee be appointed to act on this subject.

V. D. Hill, Ralph T. Olcott, Ernest Hemming, Committee.

If you missed getting your adv. in the current issue of American Nurseryman send your copy for the mid-month AMERICAN NURSERY TRADE BULLETIN.

CONVENTION SIDELIGHTS

Before delivering the invocation, Dr. Ferry spoke briefly of the high calling of the Nurserymen and of the high character of the men in the industry, including William A. Peterson. The latter, he said, had designated the first Psalm as the Nurserymen's Psalm. It reads in part as follows:

"And he shall be like a tree planted by the rivers of water that bringeth forth his fruit in his season; his leaf also shall not wither; and whatsoever he doeth shall prosper."

William A. Peterson, of Chicago, was missed. He is on a trip to South America.

Had he not been en route to Europe, W. C. Reed, Vincennes, Ind., undoubtedly would have been at the convention.

A few days after the convention Guy A. Bryant and wife, Princeton, Ill., sailed for Australia to be absent six months.

The Nurserymen were somewhat perturbed upon seeing in bold hand on the hotel register the initials "K. K. K." after the names of several convention attendants. Their fears were quieted when it was explained that the letters in this case represent Kankakee, Ill., and that the gentlemen in question do not wear hoods.

C. G. Ferguson, as usual, was the center of a group of interested listeners in easy chairs in the hotel lobby. Among other stories told by genial C. G. was this: Not long ago he was in Cleveland, O., looking longingly at street cars providing a ride for the modest price of three cents—under certain conditions. Not having any place to go in particular, but hankering to enjoy the novelty of getting anything short of a newspaper in these times for three cents, he climbed aboard, and at once began:

"Conductor, what does it cost to ride on this car? Is that so? I do not think I ever rode for three cents."

"Where are you from?" asked the conductor.

"Milwaukee," replied C. G.

"I might have known it," exclaimed the conductor sizing up C. G.'s portly form.

The convention was replete with attractions; as a result it was difficult to break up the lively groups in the exhibition room and in the lobby and assemble the members for the convention sessions. But, after a little delay in opening, on this account, all the sessions were well attended.

Vice-President V. D. Hill cited an instance of the effectiveness of "Plan to Plant Another Tree" for quick returns. The D. Hill Co., is five miles from Elgin, population 25,000. The company inserted in the Elgin papers an advertisement relating to Tree Planting Week, in co-operation with others in the trade. As a result the D. Hill Co. received \$75 to \$100 a day for that week in cash sales. This is \$400 to \$500 extra to a company whose business is mostly wholesale!

Tree Planting Week stimulates sales for all kinds of Nursery stock, including small fruits plants. The U. S. Government reports that the acreage of small fruits in the country in the last ten years has decreased by 53,000. It is time the slogan was put at work!

British Trade Discounts

At a recent meeting of the Executive Council of the Horticultural Trades Association, England, the matter of trade discounts was taken up. P. C. M. Veitch had suggested the following terms of discount to be allowed by wholesale Nurserymen to retail Nurserymen, in lieu of the pre-war rule of 5% on three months' accounts:

"Five per cent, if paid within thirty days of date of invoice, or 2½ per cent, if paid within 21 days of the succeeding quarter day; otherwise net."

In the absence of Mr. Veitch, Mr. Murrell proposed, Mr. Groom seconded, and it was carried unanimously, "That these terms be standardized for the whole trade."

Illinois Convention Topics

A proposition for state police service in behalf of rural districts in Illinois was favored in a resolution by A. M. Augustine, following a convincing statement of the needs by a captain of state troopers.

The convention banquet was enjoyed by nearly one hundred Nurserymen. A. M. Augustine was toastmaster. Congratulation on work accomplished, emphasis on the Nurserymen's high calling and encouragement to press forward were voiced in a pleasing address by Rev. Dr. Chapman of Aurora, Ill. President Alvin E. Nelson spoke on ethics in the trade. Fred von Oven discussed practical topics and other speakers filled in the time between excellently sung selections by the Imperial Quartette of Chicago.

Thomas McBeth, veteran Nurseryman of Springfield, O., attended the convention. At the instance of President Klehm, Mr. McBeth was introduced as "a leader who has inspired us in matters of propagation, who has been with us since the organization, an honorary member." Mr. McBeth responded briefly, expressing his opinion that the Illinois Association was not exceeded by any Nursery trade association in its activity and and production of practical results.

Report of Committee on Exhibits

Your committee wishes to emphasize the value of the exhibits as one of the interesting features of the Convention, and more space and more effort might profitably be given to enlarging this feature.

Time permits only mentioning the products of those exhibiting:

Nursery Stock—Aurora Nursery Co., Aurora, Ill., Lining-out stock; Highland Park Nurseries, Sterling, Ill., Hardwood cuttings, transplanting stock and perennials; D. Hill Nursery Co., Dundee, Ill., Display of small evergreens; Golden Eagle Nurseries, Golden Eagle, Ill., Apple trees.

Bulbs—Vaughan's Seed Store, Chicago, Ill., Gladioli bulbs; American Bulb Co., Chicago, Ill., Gladioli and Lily bulbs.

Fertilizers—Thomson Phosphate Co., Chicago, Ill., Rock phosphate; Armour & Co., Chicago, Ill., Fertilizers.

Irrigation System—Skinner Irrigation Co., Troy, O., Skinner System; Rock River Irrigation Co., Rockford, Ill., Rico System.

Tools—J. E. Gilson Co., Port Washington, Wis., Gilson garden tools; Automatic Stapler Co., Chicago, Ill., Crofoot tag tacker; Vaughan's Seed Store, Chicago, Ill., Indianapolis saws, shears, knives.

Fruit—Augustine & Co., Normal, Ill., Sample of Giant Concord grape.

Catalogs and Printed Matter—A. B. Morse Co., St. Joseph, Mich., Catalogs for Nurserymen and seedsmen; B. F. Conigisky, Peoria, Ill., Folders of colored plates of shrubs and perennials, and photos of landscape effects; Seaman Paper Co., Chicago, Ill., Printing paper; F. E. Mason & Sons, Batavia, N. Y., Gummed seals.

Garden Furniture—Hartman-Sanders Co., Chicago, Ill., Pergolas, settees, arbors; Lyon & Anderson, Belvidere, Ill., Concrete and stone garden vases.

Wrapping Material—Wm. A. Iden Co., Chicago, Ill., Plymouth Brand twine and rope; Angier Corporation, Grizzly Bear Nurserywrap; Rexford Paper Co., Waterproof paper; Acme Steel Goods Co., Metal box strapping.

Trade Papers—The National Nurseryman, Hatboro, Pa.; The American Nurseryman, Rochester, N. Y.; Seed World, Chicago, Ill.; Southern Florist, Ft. Worth, Tex.; Florists Exchange, New York City; Florists Review, Chicago, Ill. GEORGE WASHBURN, Chair

In Attendance

Albert C. Wilson, Springfield, Ill.; A. M. Augustine, John A. Wallace, Normal; Rodney S. Smith, Maywood; Miles W. Bryant, Louis R. Bryant, Princeton; Geo. Klehm, Henry C. Klehm, Arlington Heights; Donald D. Wyman, Bay State Nurseries, North Abington, Mass.; Alvin E. Nelson, A. G. Gyllenhaal, Swain Nelson & Sons Co., Chicago; Jos. Kohout, Libertyville; J. A. Young, A. O. Johnson, Aurora; T. J. Ferguson, The Hawks Nursery Co., Wauwatosa, Wis.; W. H. Prescott, Prescott's Nurseries, Marengo; Frank Custin, Custin Bros., Normal; Geo. Burridge, Fairholm Gardens, Libertyville; Geo. A. Ferguson, A. Wash-

burn & Sons, Bloomington; James A. Lowry, L. A. Pottinger, Lowry Nursery & Landscape Co., Indianapolis, Ind.; Victor E. de St. Aubin, Eugene A. de St. Aubin & Bro., Oak Park; John Freeman, Jr., Freeman's Nursery, Evanston, John R. Condon, Condon, Condon Bros., Seedsmen, Rockford; R. C. Becker, Vaughan Seed Store, Chicago, H. Burger, Elgin; John Nordine, Jewell Nursery Co., Lake City, Minn.; John V. Bruning, Glen Ellyn Nurseries, Wheaton; T. E. Griess, Lawrence, Kans.; Victor Menze, Beaudry Nursery Co., Oak Lawn; H. B. Cultra, Onarga Nursery Co., Onarga; W. H. Gibbs, Central Ill. Nurs., Normal; R. S. Saunders, Tippecanoe City, O.; Louis A. Schroeder, A. E. Schroeder, Schroeder's Nursery, Morton Grove; V. D. Hill, N. E. Averill, L. L. Kumein, W. J. Smart, D. Hill Nursery Co., Dundee; W. A. Drummond, Rosamond; Elmer L. Clancy, Highland Park; E. A. Ollinger, American Florist Co., Chicago; Wm. A. Beaudry, Chicago; Ralph E. Perkins, Clarence G. Perkins, Jackson & Perkins Co., New, N. Y.; Vernon V. Smith, Maywood Nursery, Maywood; C. L. Leesley, Chicago; E. B. George, Painesville, Ohio; Clarence Siebenthaler, Dayton, O.; W. K. Breckenridge, Rock River Irrigation Co., Rockford; Walter R. Hennessey, The Skinner Irrigation Co., Troy, O.; John A. Wallace, Onarga; Albert A. Schulze, Golden Eagle Nursery, Golden Eagle; L. H. Warren, Oak Park; John Fraser, Jr., Huntsville Wholesale Nurseries Inc., Huntsville, Ala.; Frank Karl, Golf Nursery, Glenview; F. J. Littleford, Ruhart Theidel, John Kropp, Littleford Nurseries, Downer's Grove; C. Elmer Erickson, Peterson Nursery, Chicago; Wm. Eschrich, Eschrich's Nursery, N. Milwaukee, Wis.; Cicero Nursery, John Klepetko, Cicero; A. N. Champion, H. N. Joiner, Perry, O.; Ernest Hemming, Canterbury Nurseries, Easton, Md.; L. F. Dintelman, Belleville; James Morton, Florist's Exchange, N. Y.; Ralph T. Olcott, Editor, American Nurseryman, Rochester, N. Y.; Herbert W. Wolcott, Wolcott Nurseries, Jackson, Mich.; Arthur L. Palmgren's Nurseries, Glenview; B. J. Harms, North Shore Nursery, Libertyville, B. E. Gould, R. J.

Gould, Gould Bros., Glenview; Thos. A. McBeth, McBeth Nursery Co., Springfield, O.; Geo. E. Galeener, Vienna Nursery, Vienna, A. L. Fisher, Onarga Nursery Co., Onarga, J. F. Jenkins, American Fruit Grower, Chicago; Otto Matzinger, Highland Park Nursery, Sterling; O. A. Yeoman, Homewood Nursery, Homewood; Lawrence T. Marson, Marson Nursery Co., Chicago; J. P. Ammann, Edwardsville; Amos E. DeMarcas, Chicago; W. F. Bohlender, Tippecanoe City, O.; Edward Mercer, Chicago; A. S. Riley, Pardeeville, Wis.; J. H. Rigour, Elgin, Ill.; Anton N. Paulsen, W. Kenilworth Nursery; Prof. B. S. Pickett, Univ. Ill., Urbana; A. F. Lake, prest. Shenandoah, Ia., Nurseries; Ed. Greening, Greening Nurseries, Monroe, Mich.; C. E. Wilson, Manchester, Conn.; H. S. Patten, Charles City, Ia.; E. J. Stark, Stark Bros. N. & O. Co., Louisiana, Mo.; B. J. Manahan, Pontiac Nurseries, Detroit, Mich.; E. Horton Bowden, Rice Bros. Co., Geneva, N. Y.; Philip Breitmeyer, Detroit, Mich.; R. R. Harris, F. H. Stannard Nurseries, Ottawa, Kan.; C. G. Ferguson, Shenandoah, Iowa, Nurseries; B. F. Conigisky, Peoria, Ill.

Tennessee Nurserymen

The members of the Tennessee Nurserymen's Association held their annual meeting at the Hotel Hermitage, Nashville, Jan. 30-31 in accordance with arrangements by Secretary George M. Bentley. On the program of the combination meetings were: J. A. Young, Aurora, Ill., E. H. Favor, Nashville, J. A. McClintok, Agricultural Experiment station, Knoxville; Prof. N. D. Peacock, horticulturist, University of Tennessee; S. N. Varnell, Cleveland, Tenn.; J. C. Hale, Winchester; George Matthews, Franklin; J. W. Freeman, Bean Sprayer Co.; R. B. Cruickshank, Sec'y-Treas., American Pomological Society; E. W. Chatten, Southern Nurs. Co., Winchester; Jere Fraser, G. B. Lewis Co., Memphis, and Robert Ewing, Nashville.

DELIVERY OF STOCK DOES NOT END ALL CODE OF ETHICS OF THE ILLINOIS NURSERYMEN'S ASSOCIATION STRONGLY INDORSED BY SECRETARY OF AGRICULTURE WALLACE IN TELEGRAM TO THE CHICAGO CONVENTION

Washington, D. C., Jan. 10, 1923.

George Klehm, President,
Illinois State Nurserymen's Association,
Hotel Metropole, Chicago, Ill.

The course which your Association has adopted in its efforts to encourage the planting of trees by emphasizing the importance of adequate and timely preparation for such planting appeals to this Department as a very sensible and practical step. Whether in forest, orchard or ornamental planting, one of the most important essentials to successful results is preparation. This includes wise selection of site, thorough and suitable preparation of soil and judicious and timely ordering of the particular kinds to be planted if those are not already at hand.

The fact that your Association is emphasizing this feature I take to be an indication that Nurserymen recognize that their ethical responsibility to the public does not cease with the mere delivery of the tree to the purchaser, but obligates them to aid him in every practicable and reasonable way through advice and information based on practical experience to establish it successfully in the place and for the purpose to which it is adapted.

It is a gratifying example of a type of practical service which businessmen are rendering to the general public. I congratulate your Association upon its leadership in this important matter.

HENRY C. WALLACE,
Secretary of Agriculture.

Western Association of Nurserymen In Session

The thirty-third annual meeting of the Western Association of Nurserymen was held Jan. 24-25 at Hotel Baltimore, Kansas City, Mo., with good attendance of members in and out of the West, including members of the executive committee of the national association. Some of the Eastern members went via the Southern states and joined President Lindley in North Carolina. In place of a formal address President C. W. Carman outlined association affairs in a brief talk. Following the report of Secretary-treasurer George W. Holsinger, there were three-minute talks by members from the states represented.

John Fraser, Jr., discussed affiliation with the national association, a matter which has been urged at various times for years, and in the interest of which an advisory board was appointed by John Watson when president five years ago, each of the state and district associations then in existence being represented on the board. Secretary Charles Sizemore of the A. A. N. reported on transportation matters, E. S. Welch discussed standardization of grades and F. W. von Oven trade relations with professional landscape architects.

The principal topic at the opening of the second day's session was the proposition by E. P. Bernardin for a code of business ethics for the Western Association. Mr. Bernardin said he believed the association should go even further into detail in this matter than have the Illinois and Eastern Canada Nurserymen's Associations.

"I feel," said he, "that we should adopt some platform that will point to the way we will conduct our business and govern all our transactions. This should show to the

public our business methods towards our help, our customers, those from whom we buy, those who are our competitors, and our standing towards our state and government."

As indicating what he had in mind the following propositions were made.

1. That in the employment of our labor, we will pay wages consistent with living conditions and service rendered. That we will not permit the unusual employee to give more than an honest day's labor without extra compensation. That in hiring employees we will make no distinction between those affiliated and those not affiliated with organizations of men insular employment.

2. In purchasing from those in the business, truth and honesty will be observed at all times. We will make no misleading statements or representations of any kind, nor show competitor's prices to secure a reduction. Cash discounts will be taken only when payment is made within the time limit. Purchase of specified grades as to caliber and height will be taken as an acceptance of quality.

3. As Nurserymen we will strive to increase our efficiency by the exchange of ideas and business methods and as members of this association we will not make false or disparaging statements, either written or oral or circulate harmful rumors respecting a competitor's product, selling price, business, financial or personal standing.

4. As Nurserymen we will observe strict compliance with all laws both State and Federal, pertaining to inspection and quarantine of Nursery products, being mindful of the general welfare of the public. That we will participate in all general movements for the benefit of the public, where our special training and experience qualify us to act.

5. That we will treat all purchasers with equal consideration. Make no representations of our stock in any way, whether by

direct statement, advertisement, omission of facts, inference or subterfuge.

"Results of Cash with order Plan" was discussed by J. Frank Jones; "Market Development Matters," by F. F. Rockwell.

At the second day's session representatives of the Hartford Fire Insurance Company made an extensive report on hail insurance. The following resolution was adopted:

"Resolved, That this Association recommend to the Nurserymen of America the Hail Insurance Policy written by the Hartford Insurance Company of Hartford, Conn., believing it to be the best and most reasonable rate ever offered on Nursery stock. Those wishing Hail Insurance should get in touch with this company.

Secretary Sizemore gave an interesting report on Transportation Overcharges, Loss and Damage Claims.

The paper of J. Frank Jones on "Results of Cash with the Order Plan," was of unusual importance and the association voted Plant Another Tree" organization. The Association formally indorsed the movement.

F. F. Rockwell made an interesting and exhaustive report of market development matters.

James A. Young explained the "Plan to Plant Another Tree" organization.

The following officers were elected: President, H. L. Merkel, Des Moines, Iowa; vice-president, C. G. Marshall, Arlington, Nebraska; Secretary-Treasurer George W. Holsinger, Rosedale, Kansas. Executive Committee: A. E. Willis, Ottawa, Kansas; Earl Ferris, Hampton, Iowa; E. H. Smith,

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HILL'S COMPLETE STOCK OF CHOICE EVERGREENS, ETC.

FOR LINING OUT

There are still some fine items left as shown by the few selected items listed here. Cover your requirements EARLY, as lining out Evergreen stock is going to be very scarce this Spring.

Abies Douglassi (Douglas Fir)	100	1000	Picea pungens (Colorado Blue Spruce)	100	1000
8-10 inch x Bedded Stock	\$10.00	\$ 90.00	8-10 inch xx From Field Rows	\$25.00
Abies Tsuga Canadensis (Hemlock)			Pinus Austriaca (Austrian Pine)		
12-18 inch xx From Field Rows	25.00	8-10 inch x Bedded Stock	10.00	90.00
Biota Orientalis (Chinese Arbor Vitae)			Pinus Sylvestris (Scotch Pine)		
8-10 inch o 2 yr. From Seedling Beds	3.50	25.00	12-18 inch xx From Field Rows	20.00
Juniperus Chinensis (Chinese Juniper)			18-24 inch xx From Field Rows	25.00
6-8 inch o 2 yr. From Seedling Beds	10.00	90.00	Retinospora Filifera Aurea (Gold. Th. Br. Ret.)		
Juniperus Chinensis Pfitzeriana (Pfitz's Juniper)			8-10 inch x Bedded Stock	25.00
10-12 inch x Bedded Stock	35.00	300.00	Retinospora Plumosa (Plumelike or Green Retina.)		
Juniperus Chinensis Stricta (Greek Juniper)			8-10 inch x Bedded Stock	20.00
8-10 inch x Bedded Stock	30.00	Retinospora Squarrosa Veitchii		
Juniperus Communis Hibernica (Irish Juniper)			8-10 inch x Bedded Stock	22.50
8-10 inch x Bedded Stock	15.00	140.00	Taxus Cuspidata Brevifolia (Dwarf Japanese Yew)		
Juniperus Sabina (Savin Juniper)			6-8 inch x Bedded Stock	30.00
6-8 inch x Bedded Stock	25.00	Thuja Occidentalis (American Arbor Vitae)		
Juniperus Sabina Tamariscifolia			8-10 inch x Bedded Stock	8.00	70.00
6-8 inch x Bedded Stock	25.00	Thuja Occidentalis Compacta (Par. Cam. Arb. V.)		
Juniperus Scopulorum (Hill's Silver Juniper)			6-8 inch x Bedded Stock	15.00	140.00
10-12 inch xx From Field Rows	40.00	Thuja Occidentalis Globosa Nova		
Juniperus Virginiana (Red Cedar)			6-8 inch x Bedded Stock	22.50
12-18 inch xx From Field Rows	20.00	180.00	Thuja Occidentalis Hoveyi (Hovey's Arbor Vitae)		
24-36 inch xx From Field Rows	35.00	300.00	6-8 inch x Bedded Stock	25.00
Juniperus Virginiana Schottii (Schott's Juniper)			Thuja Occidentalis Pyramidalis (Hill's Py. Ar. VI.)		
14-2 feet xx From Field Rows, B&B	90.00	6-8 inch x Bedded Stock	17.50	165.00
Picea Canadensis (Black Hill Spruce)			Thuja Occidentalis Wareana Siberica (Sil. Ar. VI.)		
6-8 inch x Bedded Stock	9.00	80.00	6-8 inch x Bedded Stock	20.00
Picea Excelsa (Norway Spruce)			Thuja Occidentalis Woodwardi (Wood. Gib. A. V.)		
8-10 inch x Bedded Stock	7.00	60.00	6-8 inch x Bedded Stock	20.00

Each x indicates one transplanting. o Indicates seedling. 50 of same variety and size at 100 rate; 500 at 1000 rate. B&B signifies balled and burlapped. Send for complete SPRING TRADE LIST now ready.

SPECIMEN EVERGREENS

A most complete collection of choice specimen Evergreens, balled and burlapped.

BOXWOODS

Plenty of Boxwoods for Spring. Balls, Pyramids and Standards.

SHRUBS

A good assortment of the standard varieties.

ROSES

Our prices are right.

Send for price-list of shrubs and trees for lining out.

The D. HILL NURSERY CO., Inc., BOX 402, DUNDEE, ILL.
Evergreen Specialists. Largest growers in America

York, Nebraska; F. A. Weber, Nursery, Mo.; C. W. Carman, Lawrence, Kansas; M. R. Cashman, Owatonna, Minnesota.

The Executive Committee of the American Association was in session, the following being present: Paul C. Lindley, H. P. Kelsey, M. R. Cashman, William Flemer, Jr., H. B. Chase and Lloyd Stark.

The report of the Standardization Committee of the American Association was read by Mr. Kelsey and after an unusual amount of interest and discussion the Western Association voted to recommend that the American Association at the Chicago convention adopt the report.

Pennsylvania Nurserymen

J. W. Root, president; J. H. Humphreys, vice-president; Thomas Rakestraw, treasurer; Floyd S. Platt, secretary, are the officers elected by the Pennsylvania Nurserymen at the Hotel Adelphi, Philadelphia, Jan. 16th. B. F. Barr, Robert Pyle and Albert F. Meehan constitute the executive committee. Plans for summer visits to Nurseries were discussed.

Connecticut Nurserymen

The annual meeting of the Connecticut Nurserymen's Association was held Jan. 24th at the City club, Hartford, Conn., under the direction of President Henry W. Gottschalk and Secretary Frank J. Rippin, Manchester, and other officers. At the business session in the forenoon there were reports of the secretary and treasurer and of committees followed by election of officers. In the afternoon State Forester Austin F. Howes spoke on "Rural Connecticut of the Future;" George S. Harris, Manchester, on labor conditions; Dr. W. E. Britton, state

entomologist on introduced insect pests and quarantines, and Dr. C. C. Clinton, state botanist, on imported fungous diseases.

An open discussion on problems of members was followed by an illustrated lecture by Dr. J. K. Shaw, Amherst, Mass., on identification of trees by their leaves.

W. W. McCartney, Elm City Nursery Co., New Haven, was elected president; F. S. Baker, Northeastern Forestry Co., Cheshire, vice-president; W. W. Hunt, Hartford, treasurer; R. B. Saxon, secretary, succeeding Frank J. Rippin, resigned. Forty members were present. Nine new members accepted.

New Jersey Nurserymen

The New Jersey association on January 16th discussed matters of inspection and quarantine, Lester C. Lovett suggesting that Nurserymen announce in their communities that they are ready to do spraying according to directions of the inspectors. F. D. Osmann was elected president; L. C. Bobbink vice-president. William F. Miller, Gloucester City, N. J., succeeded K. M. Van Gelderen, Long Branch, as secy-treas. Exec. com., William Flemer, Sr., Lester C. Lovett,

P. M. Koster. As a part of the meeting an auction sale of Nursery stock was featured. This brought the "order book fellows" into the meeting, from the lobby.

Massachusetts Nurserymen

The thirteenth annual meeting of the Massachusetts Nurserymen's Association was held at Horticultural Hall, Boston, January 18th, with President Sheldon Robinson in the chair. The officers elected for the ensuing year are:

President, Christian van der Voot, Jamaica Plain; vice-president, R. M. Wyman, Framingham; secretary-treasurer, Winthrop H. Thurlow, West Newbury. Executive committee: J. J. McManmon, Julius Heurlin, Edward Borst, Donald Wyman.

The usual reports were read and accepted. The Association voted to appropriate \$25 toward expenses of lecturers for the Nursery Practice Course at the State Agricultural College at Amherst. This is a continuation of the policy adopted last year.

There was considerable discussion of the best methods to be employed for the publicity of the merits of little known and new trees and plants. A committee was appointed to report later to the executive committee.

The discussion of best methods to be used for propagating deciduous and evergreen plants occupied the rest of the afternoon.

The usual get-together dinner was served and in the evening Mr. Mueller lectured on "The Plants, Flowers and Trees I saw in that little known North Land," and W. N. Craig on "Opportunities for Advancing Horticulture in Massachusetts." These lectures were in co-operation with the Department of Agriculture and the Gardeners' and Florists' Club.

We have an opening in our Landscape Department for one experienced landscape planter, a man who knows stock and can handle landscape plans, also one who can organize and handle men. If you do not qualify do not waste your time and ours by writing.

The Elm City Nursery Co.

WOODMONT NURSERIES, INC.

P. O. Box 1588

New Haven, Conn.

A Movement Around Which All Can Rally

"PLAN TO PLANT ANOTHER TREE" DECLARED BY LEADING NURSERYMEN TO BE THE NATIONAL SLOGAN FOR THE TRADE—ENTHUSIASTIC INDORSEMENT FROM ALL SIDES.

THE Nursery Trade now has a Movement around which it can rally confident that results will warrant in full measure every expenditure of time and effort. It has been realized that the field has only been partially occupied up to this time and that the public is earnestly seeking ways and means for beautifying and enriching the landscape.

Naturally the public looks to the Nursery trade to meet this demand. The enthusiasm with which the "Plan to Plant Another Tree" Movement was received last year proves conclusively that what was wanted was an opportunity for active co-operation on the part of the public to improve communities. Nurserymen's efforts in this line heretofore have been in the direction of urging the buying of Nursery stock—the direct appeal to the individual and the organization. The "Plan to Plant Another Tree" Movement operates differently. It enlists the co-operation of clubs, societies, civic and commercial organizations, to start and maintain community movements. Now it is those organizations, instead of the Nurserymen, who are conducting lively campaigns for community beautification and the extension of fruit culture.

A big feature of this work is the solving of the Publicity Problem. Under the "Plan to Plant Another Tree" Movement this subject takes care of itself. One or more clubs or societies in a community takes up the work and immediately creates action which develops news. The local press demands details of plans and accomplishments, and in text and in illustration proceeds to publish voluntarily the matter which sends the public post haste to the Nursery, or the catalogue or the agent for something to plant! Neighbor vies with neighbor in dressing up his grounds. The power of pride and example is strong. Secretary Young's desks and tables and boxes and files, in the few months have been snowed under with clippings from newspapers, daily and weekly and from agricultural and other journals, showing rapidly spreading waves of enthusiasm and the heartiest kind of co-operation for big results. A thousand letters crowd the new files of this Movement expressing highest praise and deep interest in "Plan to Plant Another Tree."

Nurserymen have become intensely interested in the Movement. Many have written to Secretary Young their unqualified indorsement. At the Chicago convention early last month, E. S. Welch and A. F. Lake declared strongly in favor of it. Throughout the country the Movement is uppermost in the minds of Nurserymen. Secretary Young has been invited to address state and district Nursery trade associations on the sub-

ject and to outline how all in the trade may assist.

The extent to which this Movement has developed since its inception in February of last year is remarkable. The trade is acquainted with the wide variety of clubs and other organizations engaged in the work.

The possibilities of the Movement are indicated by a simple instance. Secretary Young recently received in reply to his letter, a communication from Samuel Gompers, president American Federation of Labor, pledging the "active support to a man" of the members of 111 national and international unions, 34,000 local unions, 4,000,000 men, for the Movement! And this is only one slant.



J. A. YOUNG, Aurora, Ill.

THE MOVEMENT

By the Author, J. A. Young—How "Plan to Plant Another Tree" Originated

We are hearing a great deal about slogans, especially at the present time, but we must not lose sight of the fact that after all, slogans are really a comparatively unimportant part of the work of developing an industry and stabilizing markets. Right now a great many slogans are suggested, and so far as I can personally see they are all good. For the present I am not writing a thesis on slogans nor defending any slogan, except to point out to you what has already been accomplished under Plan to Plant Another Tree. Any slogan should be but a symbol of the organized effort back of it. Just as our country's flag, the Stars and Stripes, is but the symbol of the strength and organized power of our government, so any slogan is but a symbol, not the substance. Plan to Plant Another Tree, therefore, is one-tenth slogan, and nine-tenths sweat and hard work.

In presenting "Plan to Plant Another Tree," I feel my utter lack of knowledge and inability to conduct such an important movement. Did I not see in this movement the great need of more trees, fruits, shrubs and flowers, and results of the increased paintings, I could not continue in this work, no matter how much it might be of benefit to the Nursery Industry of America. In the work which has been carried on but eleven months, you Nurserymen of this state have

been most kind and considerate. There has not been one word of dissent. You have all supported the movement and urged its continuance. You have cheerfully invested the money, and for this hearty co-operation and support you have my heartfelt thanks. This co-operation and support has not only come from Nurserymen of Illinois, but from Nurserymen in practically every state in the Union, until today, "Plan to Plant Another Tree," is recognized throughout all America. Even the Nursery and civic clubs of Canada are taking up "Plan to Plant Another Tree."

THE ORIGIN

"Plan to Plant Another Tree" was conceived and the movement organized in the early days of February 1922. The slogan was adopted after very careful consideration of more than 4000 suggestions. The slogan itself is significant. In the first place it suggests two actions. We first had a slogan suggested, "Plant Another Tree." This did not have any ring to it and the word "Plan" was added because no planting of fruits, trees, or shrubs, or flowers is ever successful unless a lot of thought is given to the subject. All planting should be carefully planned.

For this reason, therefore, the word "Plan" was added and we had the slogan, "Plan to Plant Another Tree." A slogan is not enough to put over such a wonderful program as that of planting more trees and care after planting. We therefore, organized "Plan to Plant Another Tree" into a movement, by which civic and agricultural clubs, schools, churches and other societies might make their communities a better place in which to live? This then is not a slogan, but a movement. This slogan and this organized movement appeal directly both to the planting public and the Nursery trade, and to the planting public as a practical means for improving conditions and greatly enhancing the value of property; to the Nursery trade by reason of demand for products. The logical leaders in a movement of this kind are the Nurserymen, to whom the planting public looks, not only for the trees and shrubs to plant, but also for advice in planting and after care.

With the assumption that the Nurserymen would give support, and that the public would receive the movement graciously, we began our work with an appropriation of \$200, from the general funds of the Illinois State Nurserymen's Association. Letters were written to various civic and agricultural clubs, including the farm bureaus of the state, asking for their co-operation, which was promptly given in almost every instance. Letters were also written to the weekly and daily press urging it to help the movement along. In one or two instances publishers wrote us saying we were merely press agents, and classing press agents as beggars—to which we replied courteously, "That we were not press agents, and if they would follow the movement it would be apparent that the Nurserymen would be doing some real advertising in their publications." In one instance particularly, a publisher who at first had called us a press agent, wrote us saying that he was glad to know that he was mistaken, because several of the Nurserymen, florists and landscape gardeners in his community had united and paid for a string of advertisements, giving publicity to Tree Planting Week.

NATIONAL PUBLICITY

In the matter of newspaper publications, we have had more than ten thousand lines freely contributed by editors of our great trade papers. In speaking of trade papers, I am surprised to know that there are some members of the Nursery industry and even some in our own Association who do not subscribe to the Nursery trade papers.

The Nursery trade has two trade journals which amply and ably represent the industry. It is important for the good of the industry, that these two trade papers be heartily and generally supported. Their columns are devoted exclusively to the ad-

vancement of the Nursery trade, the interests of which they zealously guard. Besides these Nursery trade journals, there are several strong florist papers that should command your attention and be on your desk regularly. The daily and weekly press of the whole country has been liberal. Our articles on Christmas Trees; the one on Dust Mulch; and the one on Strawberries were published in almost every daily paper in America. Besides this, the other articles were run regularly. It is difficult to estimate the number of lines used by the daily press of America for the benefit of the Nurserymen, but it is safe to say that hundreds of thousands of dollars could not buy this space, and if offered as an advertisement the space would not be for sale at all. Since the daily and weekly press of America help us make America the garden of the world by use of products, we in turn should certainly help put "butter on the bread" of the publishers of these daily and weekly papers.

The agricultural and horticultural press of America have not only been consistent supporters of "Plan to Plant Another Tree," but many of them have written most encouraging letters. One large agricultural paper uses our material for its horticultural department, edited through the "Plan to Plant Another Tree" movement.

CLUBS AND MOVING PICTURES

It is gratifying to know that no civic or agricultural club has offered any objection to the "Plan to Plant Another Tree" movement. On the contrary, whenever we have asked for help it has been gladly given, because these clubs recognize in this movement one which will make their community a better place in which to live.

The Moving Picture Association of the State of Illinois offered its help. Accordingly \$180.00 was appropriated from the funds of this association to have made 1300 moving picture slides which were run for one week during March 1923 in the 1300 theatres in Illinois. This same association is now ready to give us publicity in a national way.

You Nurserymen realize that simply under a trade slogan we could not get the co-operation of the clubs and moving picture associations, but that under a movement to make each community a better place in which to live, all are ready to co-operate. It is also apparent to you that from this publicity and co-operation of clubs, etc., the Nursery industry of America reaps the direct benefit and should therefore finance the movement.

We have been invited and have addressed many meetings on "Plan to Plant Another Tree." In early March of 1922 the Chicago Association of Commerce requested that we present our movement to the Public Affairs Committee. This committee consists of capable men who give their time to making speeches for the cities and towns of Illinois and neighboring states. In October we spoke before the Agricultural Committee of the same association which gave our movement its hearty endorsement, and promised its co-operation in furthering it in every way. At the June meeting of the American Association we presented the movement. It there met with such favor that it was referred to the Executive Committee with power to act. Subsequently the Committee appropriated \$1600 of the Association's money to aid in the work, thus endorsing the movement in its general scope of endeavor. During the month of September we talked to the Southern Nurserymen's Association at Lexington, Kentucky. Our plan met with such favor that this Association endorsed "Plan to Plant Another Tree," and invested \$100 of its funds to help it along. At the recent convention of the Northern Retail Nurserymen's Association, the movement was endorsed and several of its members have written to us commending the work which we are doing. A few days ago the Plan was presented to the Chicago Florists' Club in a brief manner and a resolution endorsing the movement was presented and quickly passed by that body. Besides the above, we have talked before many clubs and societies, and everywhere the movement has been received with high favor.

All the above has resulted in much good, but the best results have been obtained by personal interviews and conferences. More than 100 such conferences have been held and from these has developed the real

power that has put our movement in force throughout the entire country, as the greatest and best plan to secure the planting of more trees and shrubs and flowers, and to teach them the care of them after planting.

ENTHUSIASTIC INDORSEMENTS

This movement has been heartily indorsed by individuals, civic clubs, and Nurserymen, by hundreds of letters. I cannot take the space or time to read them all or even all of each letter, but do want you to know what a few have said: The President of the Batavia Kiwanis Club says, "Plan to Plant Another Tree" has our heartiest approval and support." Professor Hieronymus of the Illinois State University says, "I am glad you are taking up the 'Plan to Plant Another Tree' movement. I hope it will result in thousands of trees being planted during Tree Planting Week." The Secretary of the Chamber of Commerce at Kankakee, Illinois, issued a bulletin endorsing our work. H. B. Chase of Chase, Alabama, says, "It is good stuff, keep it going." The Peoria Journal writes, "I will be glad to give you space; send along the articles." The President of the Lions Club, Elgin, Ill., says, "It is a fine movement; our program committee will devote March 13th to it." The Secretary of the Moose Lodge, Antigo, Wisconsin, says, "I think it is a grand thing and should be pushed to the limit." Miss Webb of London, Canada, says, "I want to help in such a good work, and be sure to send the Bulletins." Edward J. Tobin, Superintendent of Schools of Cook County, Illinois, not only approved the movement but held 220 meetings simultaneously on the 7th day of last April at which there was a grand total of 33,000 persons present and planted a memorial tree on each of the 220 school grounds in Cook County. The County Agent of Waukesha, Wisconsin says, "It is a good thing, and we need it in Wisconsin." The Agricultural School of Crooksville, Ohio, writes saying it wishes us to help it and that the movement ought to be in every school. The Director of the Bureau of Plant Industry of Idaho says, "This is an excellent movement." E. C. Hilborn, Northwest Nursery Co., says, "I know the movement is a good one. Count on me, I am going after it this time harder than ever." Hoopes Brothers & Thomas say, "Glad to assist in any way we can." J. H. Skinner says, "The idea is a good one." Department of Agriculture of Kentucky says, "This movement is splendid." One Council of Boy Scouts says, "We want to help you." Besides these, in hundreds of other letters, individuals, clubs and organizations as well as Nurserymen have come forward and freely offered their help. The public as well as the Nurserymen are heartily in favor of "Plan to Plant Another Tree."

TREE PLANTING WEEK

This movement established a Fall Tree Planting Week and a Spring Tree Planting Week. Fall Tree Planting Week was a success. We had little time. We were compelled to set an arbitrary date. Tree Planting Week must be sectionalized so that it will work out to the best advantage of the materials to be planted, in each section. That is just what is being done for Spring Tree Planting Week. There will eventually be seven or eight districts with specified dates Fall and Spring, for each. Out of the good results of Fall Tree Planting Week have come several larger and outstanding activities. The Lions Club of Hamilton, Ohio, put on a splendid campaign. The Women's Club of Concord, Ga., started out to plant a tree for each man, woman and child in the town. They ended by planting an average of four for each person. The Women's Clubs and the Florida Development Board conducted a Tree Planting Week from December 8th to 15th. From all parts of the country people were loud in their praise of Tree Planting Week. The Nurserymen helped Tree Planting Week by joining with the florists, landscape gardeners, tree dealers, etc., and advertising Tree Planting Week.

Spring Tree Planting Week will have the force and power of all organizations in addition to the leadership of the Nurserymen. It ought to be the biggest horticultural event in the history of America.

"Plan to Plant Another Tree," has but one platform—The Planting of More Trees, Fruits, Shrubs and Flowers, and care after planting. "Plan to Plant Another Tree," is

not only a Slogan—it is a Movement as well. It is a slogan in that it suggests action. It is a movement because it works with other organized efforts to develop a greater American horticulture and to make each community a better place in which to live. As has been said, I feel my utter inability to do this work were it not for the fine spirit and helpfulness of everybody. The press, civic clubs, departments of agriculture, individuals, state and county officers, schools, and last but not least, the churches. Then the members of the Nursery industry have come forward with words of encouragement. The Nurserymen of Illinois have certainly shown a splendid spirit. Nurserymen of other states have written letters of the most enthusiastic praise for the movement and congratulating you Nurserymen of this Association on starting it. Many of the best things we have done, many of our Bulletins were written at the suggestion of some member of the trade. It is not, therefore, proper to give credit to your Secretary or even to the Nurserymen of Illinois, but to the combined force of civic and agricultural clubs, individual Nurserymen everywhere, and we must not forget that Governors of states joined in our work by issuing proclamations; each one and all did his part. Therefore, my sincere thanks and appreciation go to you one and all alike.

As for myself I am simply your hired man. I regret that I have not more ability and strength of mind and body to enable me to do better. I have done the best I could. I do not know how much longer I can stand it physically and keep both my own business and "Plan to Plant Another Tree" going as it must go. I cannot afford to neglect my own business and must do the work of the movement at nights or many times on Sunday. When you have found someone who can do the work better I will gladly step aside.

FOR HEARTY CO-OPERATION

With this splendid spirit of co-operation among Nurserymen, is it then meet and proper for one Nurseryman to belittle any other member of the industry? Nursery agents and tree dealers are members of the great industry of Nursery business. Only a day or so ago I picked up a catalogue and read therein the inference that Nursery agents were crooks. I heard a Nurseryman say that catalogue houses were bad. Men, our calling is too high, our aims are too great to give us time to say and do anything that will bring harm to any of our family. We are engaged in growing God's trees and fruits and shrubs and flowers. All these teach goodness, and goodness leads to God. Then, my friends, let us put away conceit and jealousy and bigotry and in a spirit of fair play, stand shoulder to shoulder to make each community a better place in which to live—To make America the Garden of the World.

The work of the future is big. The opportunity is to do a great service to the nation and at the same time build up an industry and stabilize its market is a task big enough to keep at least one man on the job 365 days in the year.

Tree Planting Week must be thoroughly established. The country must be taught its value. When this is accomplished this part of our progress will need little attention.

A "Plan to Plant Another Tree" Club should be organized in every locality. In some towns this sort of a club can be organized under some civic club, while in others a member appointed from each one of the churches or public spirited citizens may form a club independently of any other society. These tree clubs can be of great service in planting more trees or in the education of the public concerning the care of trees, fruits and flowers. Think what a local tree club would mean for your own community.

Preparation of, and submission to Nurserymen of suggestions for advertising copy must be one of the real working parts of "Plan to Plant Another Tree."

NEED FOR THE MOVEMENT

The movement started in Illinois by the Community Betterment Service of our State University to secure the improvement of school grounds by the planting of trees and shrubs must be encouraged by this movement until it becomes universal.

It is a tremendous waste that the home

(Continued on page 43)

"BUY THE BEST"

"The man who always has the latest varieties and the new ideas for sale is on the road that leads to wealth and reputation"

"ROSA HUGONIS" THE NEW GOLDEN ROSE FROM CHINA



"Rosa Hugonis is not only the handsomest of the roses discovered in China during the last quarter of a century, but, in the judgment of many persons, is the MOST BEAUTIFUL of all roses with single flowers."—Arnold Arboretum "Bulletin."

REPORT BY PLANT EXPLORER E. H. WILSON OF THE ARNOLD ARBORETUM
Where this wonderful Rose may be seen blooming early in May.

"It is an upright-growing shrub with slender and spreading branches on which the fragrant flowers are borne in yard-long sprays of soft yellow. As I write in mid-November, the foliage is still on the shrub and has assumed a dark purple tint."

HUGONIS IS COMFORTABLE AT 40 DEG. BELOW ZERO

May 18, 1922.
The Conard & Jones Co.:
We are sending you a stalk of cane of last year's growth of *Rosa Hugonis* that you may view it after it had withstood several tests of 30 to 40 degrees of temperature below zero here at Marshfield. Its color is ideal, giving cheer and gladness to a belated spring, following our long and severe winters.

A. H. LAKE,
Marshfield, Wis.

The First Rose to Bloom In Early Spring

This Rose is a spectacular show in itself. Every branch of the previous year's growth becomes lined on both sides, to the very tip, with closely set, wide open, single flowers like dainty yellow Hollyhocks and the branches bend over with the weight of bloom.

The long, arching sprays make rare and exquisite indoor decorations in early Spring when other flowers are scarce. On a dining table they are charming, the delicate yellow, crepe-like blooms, harmonizing softly with the snowy linen and silver, making one think of a scene in fairyland.

This unique species is fine for shrub planting and makes a symmetrical bush about 6 feet in height and the same in diameter when fully matured. An added and unusual attraction is the beautiful, reddish maroon new growths springing from the roots to provide more canes for the next season's bloom. Picture this exquisite bush on a lawn, or at the corners of a house, in early Spring. Think of the pleasure your customers will have in looking forward daily from about the last week in April, when the buds begin to form, till the plant is a mass of fairy-like bloom the first week in May.

When through blooming *Hugonis* is still a beautiful bush, for the Acacia-like foliage on arching branches makes a most decorative shrub which, as far as we are aware, is never touched by disease of any kind but is clean and healthy always.

ROSA HUGONIS can be planted either in the Fall or Spring, and planted with *Spiraea Van Houttei*, it produces an exquisite effect, as both shrubs are extremely graceful in growth and they bloom at the same time in early Spring. One of the foremost landscape gardeners in the U. S. A. has been using *Hugonis* in quantity in his plantings. (See testimonial). This landscape artist knows the full value of this exquisite, graceful Rose and has used it for surrounding tennis courts, as lawn specimens and among shrubbery. It makes a beautiful hedge; it graces gardens as the most beautiful shrub of recent introduction. **TRY IT.**

PRICE: \$1.25 each, 10 for \$10.00, 100 for \$90.00

(This Rose was successfully sold since 1918 at \$5.00 each.) F. O. B. West Grove.

"PERFECT WREATHS OF ROSES MAY 8"

The Conard & Jones Co.:
The first flowers of *Rosa Hugonis* opened on Saturday, May 6. This morning, the 8th, the branches are perfect wreaths of Roses.

DAVID RUST, Secy.
Pennsylvania Hort. Society,
Philadelphia, Pa.

Dec. 18, 1922.

While it is a very difficult matter to estimate just how many *Rosa Hugonis* I might be able to use in the Spring, I believe that 175 would be a conservative number to reserve for me. Of this number I wish to have 25 plants for a place which I have bought for myself.

THOMAS W. S.
Landscape Architect,
Philadelphia, Pa.

May 13 1922.

The Conard & Jones Co.:
Hugonis is in full bloom and it is just wonderful.

THOS. J. WADE,
Commissioner of Parks,
New Rochelle, N. Y.

THE CONARD & JONES CO. ROBERT PYLE, President
ANTOINE WINTZER, Vice-Pres. **West Grove, Pa.**

"BUY THE BEST" (Continued)

ROSES

ALL 2-YR. No. 1 STOCK
UNLESS NOTED

HYBRID PERPETUALS AND MISCELLANEOUS

25 at 100 rate. On orders for less than 25, 10 cents each will be added to the 100 rate.

American Beauty. Deep pink to crimson	35.00
Anna De Diesbach. Carmine pink, very large	34.00
Baron de Bonstettin. Dark rich crimson	35.00
Baroness Rothschild. Rich satiny pink	35.00
Capitula Hayward. Bright crimson-carmine	35.00
Clio. Flesh color, deepening to rosy-pink	35.00
Coquette des Alpes. Milk-white tinged with rose	35.00
Earl of Dufferin. Crimson shaded maroon. No. 2 \$23.50, 2 yr. No. 1	35.00
Fisher Holmes. Deep crimson, resembling Jacqueminot.	
No. 2 \$23.00, 2 yr. No. 1	35.00
Flora Melvor. Blush white, sweet briar	30.00
Frau Karl Druschki. The grandest snow-white Rose	40.00
General Jacqueminot. The "Jack" Rose. Crimson	35.00
Harrison's Yellow. Bright, clear, golden-yellow	90.00
Hugonis (Species). See description opposite page.	90.00
John Hopper. Clear bright rosy-pink. No. 2 \$23.50, 2 yr. No. 1	35.00
Louis Van Houtte. Very vivid crimson. No. 2 \$23.50, 2 yr. No. 1	35.00
Mme. G. Luise. Soft pink, center flesh color	35.00
Mrs. E. Plantier. Pure white, an enormous bloomer.	
No. 2 \$23.50, 2 yr. No. 1	35.00
Magnus Charta. Extra large, bright rosy-pink.	
No. 2 \$23.50, 2 yr. No. 1	35.00
Marchionness of Lorne. Bright shining rose	
No. 2 \$23.50, 2 yr. No. 1	35.00
Margaret Dickson. White with flesh color center	35.00
Marshall P. Wilder. Extra large, color deep, dark red.	
No. 2 \$23.50, 2 yr. No. 1	35.00
Mrs. R. G. Sharman-Crawford. Deep rosy pink.	
No. 2 \$23.50, 2 yr. No. 1	35.00
Paul Neyron. The largest pink Rose	35.00
Persim Yellow. Golden yellow, very fine	40.00

RUGOSA ROSES

Agnes Emily Carmen. A brilliant red rugosa	40.00
Conrad F. Meyer. Clear silvery rose	40.00
Conrad F. Meyer. No. 2	25.00
Mme. G. Bruant. Double, pure white flowers	40.00
Rugosa alba. Single white, intensely fragrant	40.00
St. Thomas Lipton. The best double white	40.00

MOSS ROSES

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Henry Martin. Bright rosy red	35.00
Princess Adelaide. Bright rose pink	35.00
Salet. Light rose and bluish pink	35.00

HYBRID TEA ROSES

Duchess of Wellington. The most popular yellow	50.00
Gross an Teplitz. Brilliant rich crimson	40.00
Gross an Teplitz, No. 2's. Brilliant rich crimson	25.00
La France. Delightful peach-blossom pink	40.00
My Maryland. Rich salmon-pink	40.00
Nerissa. Cream white, center peach-pink	40.00
Radiance. Brilliant rosy carmine	40.00
Radiance, No. 2's. Brilliant rosy carmine	20.00

POLYANTHAS (BABY RAMBLERS)

Jessie. Unfading glowing crimson	40.00
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MISCELLANEOUS CLIMBERS

American Beauty, Cl. Rosy-crimson, large flowers	25.00
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Coronation. Crimson scarlet, center flaked white	18.00
Dorothy Denison. Flesh pink	18.00
Dorothy Perkins. Clear shell-pink	18.00
Dr. Van Fleet. Large flowers, delicate flesh-pink	28.00
Excelsa. Rich, clear carmine-lake	18.00
Farquhar. Clear shell-pink	18.00
Hiawatha. Intense deep crimson. Spectacular	25.00
Kaiserin Aug. Victoria, Cl. H. T. soft lemon-white	25.00
Lady Gay. Lovely loose clusters of cherry-pink	18.00
Lady Gay, No. 2's. Loose clusters of cherry-pink	12.00
La France, Climbing. H. T. Peach-blossom pink	25.00
May Queen. Profuse bloomer, clear bright pink	20.00
Miss Messman. Crimson, very free in bloom	18.00
Orleans, Climbing. Rosy red with white center	18.00
Rosiere. Flesh pink, shading lighter pink	25.00
Ruby Queen. Rich ruby-red with white center	25.00
Tausendsohn. Clear pink to white	25.00
Wichuraiana, No. 2's. Snow white	15.00

HARDY FIELD SHRUBS

Variety	Size	1	10	100	1000
Buddleia variabilis magnifica	2-3 ft.	1.75	16.00	140.00	
Buddleia variabilis magnifica	3-4 ft.	2.00	18.00	150.00	
Calycanthus floridus (Sweet Shrub)	1 1/2-2 ft.	0.30	2.50		
Calceola purpurea (Transplants)	12-18 in.	.20	1.75	15.00	125.00
Cornus sanguinea, 2-yr.		.15	1.25	10.00	
Deutzia crenata flora plena	3-4 ft.	.25	2.00	18.00	
Deutzia crenata flora plena	4-5 ft.	.30	2.75	20.00	
Deutzia gracilis	1 1/2-2 ft.	.25	2.00	17.50	150.00
Deutzia gracilis rosen	2 1/2-3 ft.	.40	3.00	25.00	200.00
Deutzia Lemolnei	2-2 1/2 ft.	.30	2.75	25.00	225.00
Deutzia Lemolnei	3-4 ft.	.40	3.00	25.00	200.00
*Deutzia magnifica	2-3 ft.	.25	2.00	17.50	
*Deutzia magnifica, 3 yr.	3-4 ft.	.30	2.50	20.00	
Deutzia, Pride of Rochester, 4 yr.	3-4 ft.	.25	2.00	18.00	
Deutzia, Pride of Rochester	4-5 ft.	.30	2.50	20.00	
Eunymus japonica	8-12 in.	.15	1.25	10.00	
Forsythia Fortunei	3-4 ft.	.25	2.25	20.00	
Forsythia Fortunei	4-5 ft.	.35	3.25	30.00	
Hibiscus, Althaea Banner	2-3 ft.	.25	2.00	17.50	
Hibiscus, Althaea Banner	3-4 ft.	.30	2.50	22.50	200.00
Hibiscus, Althaea Bicolor Double	8-12 in.	.20	1.25	10.00	
Hibiscus, Althaea Double Pink	12-18 in.	.20	1.25	10.00	
Hibiscus, Althaea Double Pink	2 1/2-3 ft.	.25	2.00	17.50	
Hibiscus, Althaea Dble. Pink, 3 yr.	3-4 ft.	.30	2.50	22.50	200.00
Hibiscus, Althaea Jeanne d'Arc	12-18 in.	.20	1.25	10.00	
Hibiscus, Althaea Jeanne d'Arc	2-3 ft.	.25	2.00	17.00	
Hibiscus, Althaea Jeanne d'Arc	3-4 ft.	.30	2.50	22.50	
*Hibiscus, Althaea, Wm. R. Smith	12-18 in.	1.00	7.50	60.00	
Hydrangea arborescens, grand. alba	1 1/2-2 ft.	.30	3.00	25.00	
Hydrangea paniculata grandiflora	15-24 in.	.30	2.75	25.00	
Lonicera Morrowil, 2 yr.	3-4 ft.	.25	2.25	20.00	
Lonicera Morrowil, 3 yr.	4-5 ft.	.35	3.00	25.00	
Lonicera Morrowil, 3 yr.	4-5 ft.	.35	3.00	25.00	
Philadelphus Avalanche, 3 yr.	4-5 ft.	.40	3.50	30.00	
Philadelphus Bouquet Blanc	2 1/2-3 ft.	.30	2.75	25.00	
Philadelphus coronarius	8-12 in.	.25	1.75	15.00	
*Philadelphus virginial (New)	12-18 in.	.30	2.50	20.00	
Spiraea Anthony Waterer	12-15 in.	.25	2.25	18.00	
Spiraea Anthony Waterer, bushy	18-24 in.	.30	2.50	22.50	200.00
Spiraea Van Houttei	3-4 ft.	.25	2.25	20.00	175.00
Spiraea Van Houttei	4-5 ft.	.30	2.75	25.00	225.00
Symphoricarpos racemosus	2 1/2-3 ft.	.30	2.50	22.00	
Syringa, Lilac, Persian Red	2 1/2-3 ft.	.40	3.50	30.00	
Viburnum Opulus sterilis	18-24 in.	.25	2.00	18.00	
Viburnum tom. plicatura, Japan					
Snowball	12-18 in.	.30	2.75	25.00	225.00
Viburnum tom. plicatum, Tree form	2 1/2-3 1/2 ft.	.75	6.00	50.00	
Weigela candida	3-4 ft.	.30	2.75	25.00	
Weigela, Eva Rathke	1 1/2-2 ft.	.40	3.50	32.00	
Weigela rosea	2-3 ft.	.35	3.00	27.00	

EVERGREENS B. & B. 15c each extra

Thuja pyramidalis	1-1 1/2 ft.	.90	7.50	60.00	
Thuja pyramidalis	1 1/2-2 ft.	1.00	9.00	75.00	
Thuja sibirica	3-12 in.	.75	6.00	50.00	
Retinispora alifera (Transplants)	1 1/2-2 ft.	1.50	10.00	75.00	

HEDGE PLANTS

Barberry Thunbergii (Trans. Seedl.)	8-12 in.	.30	1.75	15.00	
Berberis Wilsonii	15-18 in.				

NEW BOX BARBERRY

Dwarf in growth. Makes a lovely edging plant. The foliage is small and dainty. The young leaves are a beautiful emerald-green in the Spring, changing to a pleasing soft green during the Summer and rich red in the fall. Hardy anywhere in U. S. A.

	100	1000		100	1000
2 yr., No. 2	\$6.00	\$50.00	3 yr., No. 2	\$8.00	\$80.00
2 yr., No. 1	7.50	65.00	3 yr., No. 1	12.00	100.00

*New Box Barberry—See first column

Buxus sempervirens suffruticosa	4-6 in.	.15	1.00	8.00	70.00
Ligustrum ibolium (New Hardy)	18-24 in.				80.00
*Ligustrum ibolium (Privet)	3-4 ft.			18.00	150.00

FIELD VINES

Akebia quinata, 2 yr.	3-4 ft.	2.00	15.00	125.00	
Ampelopsis quinquefolia (Am. Ivy)	18-24 in.		2.50	20.00	
Ampelopsis Veitchii (Jap. Ivy), 2 yr.			2.25	18.00	175.00
Celastrus scandens	18-24 in.	.25	2.00	15.00	
Clematis paniculata, 2 yr.		.30	2.50	20.00	
Eunymus radicans	8-12 in.	.20	1.50	12.00	
Eunymus radicans variegata	8-12 in.	.20	1.50	12.00	
Hedera helix (Eng. Ivy). Pot gwn.	4 in.		.75	6.00	50.00
Lonicera chinensis, (Purple Honey)	1-1 1/2 ft.	.25	2.00	15.00	125.00
Lonicera chinensis, (suckle)	1-2 1/2 ft.	.25	2.00	15.00	150.00
Lonicera Hendersonii	3-4 ft.	.35	3.25	30.00	
Lonicera Heckrotti	2-2 1/2 ft.	.30	2.75	25.00	225.00
Lon. Jap. aurea, Ret. Honeysuckle	1-1 1/2 ft.	.25	2.00	15.00	
Lonicera japonica Halleana	3-5 1/2 ft.	.30	3.00	30.00	175.00
Lonicera japonica Halleana, 3 yr.	2 1/2-3 ft.	.35	3.00	25.00	225.00
Lycium barbarum, (Matrimony Vine)	18-24 in.	.25	2.25	20.00	150.00
Lycium barbarum	3-4 ft.	.30	2.75	25.00	200.00

Above prices for the trade only and are net f. o. b. West Grove, Pa. Boxing or packing at cost. Order early.

THE CONARD & JONES CO. ROBERT PYLE, President West Grove, Pa.
ANTOINE WINTZER, Vice-Pres.

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE
Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

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ROCHESTER, N. Y., FEB., 1923

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nurserymen know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the **AMERICAN NURSERYMAN** on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

THE UNIFORM TAG AGAIN

Chairman F. F. Rockwell of the Market Development Committee of the American Association of Nurserymen, addressed the American Association of Economic Entomologists in convention in Boston, Mass., Dec. 29th on bugs and inspection. The association passed this resolution:

That it is the sense of this Association that a uniform United States tag should be required for interstate movement of Nursery stock; and that the qualifying inspection should be worked out between the United States Department of Agriculture and state authorities.

That the chair be empowered to appoint a committee consisting of a maximum of five, to see what can be done toward working out this proposition along practical lines.

This is a revival of a subject which has been under discussion many years in Nursery trade circles. At one time Nurserymen were all for some such provision. Experience with state and Federal inspectors, however, has made the experienced Nurserymen, the leaders in the trade, wary of the proposition. It is a serious question, first, whether inspection agents, high and low, would ever consent that their occupation be taken from them; second whether it is best for Nurserymen that they be under Federal rather than state regulations. Recent talks with prominent Nurserymen indicate that they are inclined to prefer the present arrangement, after due consideration.

President William Pitkin, Chase Brothers Company, Rochester, N. Y., says there is little trouble in interstate shipment now. He has little desire to be any more directly under Federal regulations.

We would like to hear from others on the subject. The matter may be discussed again at the Chicago convention in June.

Increased volume of business has necessitated larger quarters for the F. W. Kelsey Nursery Co., New York City, which is now in suite 2068 Hudson Terminal Building, 50 Church St.

DAY BY DAY

"Day by day in every way I am getting better and better," sings the happy Nurseryman these days, as he packs his suitcase and blithely starts for the next trade convention, there to get another boost along the better way.

Uppermost in the minds of Nurserymen, East, West, North, South, is the subject of Business Ethics. It has been crystalized in the Central States in the Code of Ethics by which the Illinois Nurserymen's Association set the pace a year or two ago. This code is a feature of the printed matter of this association. In the North this code was appropriated in its entirety at the very outset by the Eastern Canada Nurserymen's Association when it was organized this winter. In the South the Southern Nurserymen's Association long ago adopted the principles of this code. The Eastern Nurserymen's Association placed the stamp of its approval upon it as it started out to advance the interests of the Nurserymen of the Atlantic coast. The Pacific Coast Association of Nurserymen and the California Nurserymen's Association have for years been working on this principle in an increasing degree. Of late the real meaning of the subject has even been comprehended in the proceedings of the American Association of Nurserymen, though there it has met much opposition. Last month it was adopted in concrete form by the Western Association of Nurserymen. We believe the Southwestern Association of Nurserymen takes kindly to the idea.

But it was not always so easy. The records of the American Nursery trade show that for many years the **American Nurseryman** single-handed argued long and loudly for the application of Business Ethics to trade transactions. It was the marvel of this office that it could not get a "rise" from any source, for a long time. But gradually there appeared evidence that, while silence had been maintained, a lot of thinking had been done all over the country. The renaissance dates from about 1916. In the October issue of this journal in that year the following editorial appeared:

Hearty and striking responses to the urging by the **American Nurseryman** with regard to the ethics of the Nursery trade is coming from all sides. For years we have been arguing for a higher plane and for the elimination of the sheep from the goats. Time and again we have argued the expulsion from the membership of the Nursery trade associations of those whose business methods, either with brother Nurserymen or with the public, will not stand the light of investigation. Here is one of the largest endorsements of our idea:

"We should certainly come to the time when we would refuse to recognize any Nurseryman, large or small, who attempts to secure business whether in a wholesale or retail way by stooping to lines of argument or making promises that are of themselves unreasonable to any fair-minded man."—President Smith before the Southern Nurserymen's Association.

Recent activity, accompanying the widespread application of the principle, has been in the direction of educating the trade in general to the acceptance, rather than the punishment of the individual; which of course is all to the good and should make the need for such punishment rare. It has been a steady climb and of late rapid progress has been made. Let us hope that the policy has come to stay. It will need frequent declaration. Its strength now lies in the fact that its advocates have plenty of company.

When writing to advertisers just mention **American Nurseryman**.

BOND ALL SALESMEN

A highly important recommendation to Nurserymen is that made by Theodore A. Torgeson, managing-director of the Prairie Nurseries, Ltd., of Saskatchewan, Canada, at the recent meeting of the Northern Retail Nurserymen's Association, in St. Paul, Minn., and reproduced in full on another page of this issue.

It is right in line with the argument which the **American Nurseryman** has made for years—that the public confidence is worth all the cost and effort that Nurserymen can put forth. It is on this general ground that this journal urged the adoption and the full application of the slogan, "Trustworthy Trees and Plants," by the American Association of Nurserymen. The purpose of that slogan is to instill confidence, on the part of the public, in the products handled by the A. A. N. The purpose of bonding salesmen is exactly that also, under the broad plan outlined by Mr. Torgeson. The slogan and the bonding fit finely together. One supplements the other.

General bonding of salesmen whether they make collections or not, may be as far ahead of the times as is the slogan "Trustworthy Trees and Plants," but the time will come when both will be hailed with approbation.

Meantime, state and district Nursery Trade associations are talking and urging codes of ethics—a step in the right direction.

LET NURSERYMEN TAKE INITIATIVE

The **American Nurseryman** has long urged that the Nurserymen take the initiative:

1—In matters of legislation.

2—In educating the public as to selection and care of Nursery stock, as well as after care.

Gradually this matter has been taken up in the trade for serious consideration. This is a phase of ethics, of course, and until recently there has been little disposition to pause in the rush long enough to consider a point of ethics. However, one after another of the Nursery trade associations is taking high ground on ethics.

It looks as though not much longer will the **American Nurseryman** be the only horticultural trade journal in the country to shout for the application of the Golden Rule in business. It has had the field all to itself for nearly a decade. This condition has not yet changed. But it would seem that the pronounced action, in the matter of a Code of Ethics, by the Illinois Nurserymen's Association and the Eastern Canada Nurserymen's Association, together with the analogous policy of the Southern Association, the Southwestern Association, the Pacific Coast Association and the Eastern Nurserymen's Association with the Western Association appealed to by its own members so late as last month, must soon compel a hesitant trade journal editor, whoever he may be, to come out openly and join the chorus. It has seemed a hard thing for some to admit, as O. Joe Howard says, that honesty is the best policy.

When we have fully "arrived," there will be much less need for such an announcement as the following which was sent out widely to Nursery stock buyers last month by the N. Y. Agl. Expt. Sta.:

"Buy Nursery stock from reliable dealers who will deliver the goods as represented," say the horticulturists. "If possible buy from nearby dealers as trees grown near home are usually better than those brought from a distance. The best trees for planting are those of average size for their age, typical of the variety desired, and free from insect and disease pests. A short, stocky tree is usually better than a tall, spindling one; and one with many branches is to be preferred to one with a few branches. The root system of all Nursery stock should be

Plan By Which All Nursery Interests May Harmonize

The Capper-French Truth-in-Fabric bill in Congress requires manufacturers of woolen goods to mark them so that the public would know the amount of virgin wool, reworked wool and other fibres which they contain. A delegation in Washington strenuously opposing this measure is headed by the president and secretary of the American Association of Woolen and Worsted Mfrs.!

And the International Association of Clothing Designers, in convention in Cincinnati, January 20th, passed a resolution urging the defeat of the Truth-in-Fabric bill!

The Nurserymen, along with others, are in the same relative position so far as the clothing manufacturers are concerned as are the planters of Nursery stock so far as the Nursery stock manufacturers are concerned. That is to say, the Nurserymen, to a man, want Trustworthy Suits and Overcoats. They would applaud a slogan to that effect adopted by the clothing manufacturers. The Planters to a man, want Trustworthy Trees and Plants. They would applaud a slogan to that effect adopted by the tree and plant manufacturers.

When the Nurserymen learn that a policy tending to provide honestly made, true-to-name clothing for them to wear is **opposed** by the clothing manufacturers their feelings are akin to those of the Planters when the latter learn that a slogan tending to provide honestly made, true-to-name trees and plants for them to plant is **discountenanced** by formal action by the Nursery stock manufacturers.

It's a fine thing to have the planting public praising instead of cussing the Nurserymen.

When the A. A. N. adopted "Trustworthy Trees and Plants," as its representation of policy there was praise for the Nurserymen throughout the country. When the Vigilance Committee's report on a single occasion drew action, even under duress, there was praise.

Those were the only two times in the his-

tory of the American Nursery industry when praise and commendation generally were expressed in its behalf!

Continuation of the policy laid down on those two occasions would continue the sentiment if not the repeated expression, which is just the opposite of what the state and the district Nursery trade associations are trying hard to combat and correct.

It would seem to be the duty of the American Association to back up to the limit the strenuous efforts of the Illinois Association, the Southern Association, the Eastern Association, the Pacific Coast Association, the Southwestern Association, the Eastern Canada Association, the Northern Retail Nurserymen's Association and now the Western Association, in their efforts to establish the principles expressed in a Code of Ethics.

Recently it was urged that state and district association activities co-ordinate with those of the American Association. Newcomers in the field of action regarded this as a new thought; it has been suggested repeatedly for nearly a decade. But it would seem, so rapid have been the strides of the state and district associations, that the national organization should rather seek to co-ordinate its activities with those of the state and district bodies!

To that end, may it not be wise for the American Association, under the changed conditions, to give serious consideration to the repeated suggestions of long-time leaders in the trade, and to concentrate on a few such subjects as transportation, legislation and the tariff," leaving other activities such as Market Development, Standardization, Propagation and the many practical details for the state and district associations to work out.

The American Nurseryman has long argued the other way, but conditions have changed materially. The records show that although the national organization has accomplished much, due to strenuous argu-

ment in behalf of progress, the tendency has been to hold back, while in the state and district associations the tendency has been strongly to press forward. In one case the progress made has been at the cost of tremendous effort; in the other it has been made without friction. It has repeatedly been declared that the country's trade interests are too diversified for definite action on many important subjects by the national organization—that such subjects should engage the intention of state or district organizations. Well, the latter have taken up some of these subjects and doubtless will take up and act on others.

The question may then be asked: Whether the American Association may be most useful in confining its activities to those trade subjects which it can unitedly and harmoniously and earnestly champion and develop, leaving other subjects for the attention of sectional organizations.

There ought, of course, to be hearty co-operation, to a man, in every trade association. If the national body is overloaded, if it has been trying to cover too many subjects, it would seem that the best minds could with profit agree upon a division of labor and determine what subjects the national body could handle without friction and to best advantage. It might decide to cancel the trade-mark feature of "Trustworthy Trees and Plants" and to concentrate on that phrase as a Slogan simply; to the end that legislators' activities may be discounted and praise for organized Nurserymen may again be heard throughout the land.

That Slogan, thus used, would admirably supplement the effective Market Development slogan, "Plan to Plant Another Tree," which all Nurserymen could support heartily from coast to coast under a movement backed by an organization in which both Nurserymen and Planters were represented.

When writing to advertisers just mention American Nurseryman.

well developed. Widely advertised novelties should usually be avoided until they have been tested out by competent judges."

THE SLOGAN SHOULD COVER ALL Editor American Nurseryman:

You may be interested to know that after a meeting of the Market Development Committee in New York in connection with some of the other leading Nurserymen, we decided to use in addition to the slogan, "It's Not a Home Until It's Planted," a second slogan, "It's Not a Farm Without An Orchard." The latter, of course, being designed to cover the fruit planting field more directly than the former does. I believe it is impossible to get any one slogan which will cover both branches of the industry, definitely and concretely enough to produce the best results. The two great big fields for Nursery products during the near future are going to be the planting of newly built homes, of which more are being built than ever before; and the planting of home orchards, particularly on the average farms. Commercial orchardists, of course, cannot be reached through a slogan.

These two slogans are enough alike so

that they can be hitched up to pull together. The Nurserymen doing both branches of the business, such as Stark, can make use of both. The man who is interested chiefly in ornamentals can use that one alone; and the fruit man, the other alone. Both lend themselves well to illustration and can be used in connection with catalogue work, circulars, stationery and in every other possible way.

F. F. ROCKWELL.

The two-line slogan just proposed leaves out of account the needs of the parks, cemeteries, public grounds, commercial orchards, etc. In the aggregate this is a large field for Nurserymen's activity.

There is a marked advantage in the slogan "Plan To Plant Another Tree," in that it appears to be the most general in its character of any that have been proposed. This slogan is suggestive of action not only for the home owner and the home orchard planter, but also for the further development of park and cemetery areas, the extended improvement of public building grounds, and

for the commercial orchardist who has more land to plant or who may be able to procure more land. It is simple, comprehensive and highly effective, as has been proven by test.

To every one of these propositions—covering the entire gamut of Nursery trade activity—the slogan "Plan To Plant Another Tree" is directly applicable. It would seem that united action in the use of such a slogan would be desirable and may ultimately be brought about.

Chairman A. M. Augustine of the A. A. N. committee on arrangements for the national convention in Chicago, June 27-29, 1923, announces that the headquarters will be at the Congress hotel, as in 1921 and that among the features may be an excursion on a lake steamer to South Haven, Mich., Experiment Station, with a banquet and one session of the convention on board.

Say you saw it in AMERICAN NURSERYMAN.

Codes of Ethics Adopted By Nurserymen

Illinois Association's Code

First—To consider my vocation worthy, as affording me distinct opportunity to serve society.

Second—To improve myself, increase my efficiency and enlarge my service, and by so doing attest my faith in the Nursery business.

Third—To realize that I am a Nurseryman and a business man and ambitious to succeed; but that I am first an ethical man, and wish no success that is not founded on the highest justice and morality.

Fourth—To hold that the exchange of my goods, my service, my ideas for profit is legitimate and ethical; and that it shall be my aim that all parties in the exchange are benefited thereby.

Fifth—To use my best endeavors to elevate the standards of the vocation in which I am engaged.

Western Association's Code

Adopted Under E. P. Bernardin's Resolution at Kansas City, Mo., Jan. 24, 1923

The Western Association of Nurserymen's membership shall be as prescribed by its

constitution and the subscribing to the following business ethics.

1—That in the employment of our labor we will pay wages consistent with living conditions and service rendered. That we will not permit the unusual employee to give more than an honest day's labor without extra compensation. That in hiring employees we will make no distinction between those affiliated and those not affiliated with organizations of men in similar employment.

2—In purchasing from those in the business, truth and honesty will be observed at all times and we will make no misleading statements or representations of any kind nor show competitive prices to secure a reduction. Cash discounts will be taken only when payment is made within the limit. Purchase of specified grades as to caliper and height will be taken as an acceptance of quality.

3—As Nurserymen we will strive to increase our efficiency by the exchange of ideas and business methods and as members of this association we will not make false statements either written or oral or circulate harmful rumors respecting a competitive product, selling prices, business, financial or personal standing.

4—As Nurserymen we will observe strict compliance with all laws, both state and Federal, pertaining to inspection and quarantine of Nursery products, being mindful of the general welfare of the public. That we will participate in all general movements for the benefit of the public, where our special training and experience qualify us to act.

5—That we will treat all purchasers with equal consideration. Make no misrepresentations of our stock in any way, whether by direct statement, advertisement, omission of facts, inference or subterfuge.

6—We will keep ourselves free and clean from all forms of wrong practices in business or commercial graft of any kind and will not give any commissions, money or other things of value to employees of customers for the purpose of influencing their buying powers. As members of this association we obligate ourselves to a fearless and faithful performance of the duties prescribed and demanding that all members act in full accord with the business ethics adopted.

7—That those of this association who fail to make their business conform to these standards are not worthy of membership and automatically suspend themselves.

An Alliterative Slogan

In a recent communication Oliver F. Kilham, Auburn, California, Nurseryman, at present the horticulturist of the Placer Union High School, comments on the slogans cited on page 21 of the January issue of the American Nurseryman, and suggests another:

"Plentiful Planting Brings Pleasure and Prosperity."

We suggest, for the purposes of alliteration:

"Plentiful Planting Produces Pleasure and Prosperity."

All right; that makes five on our list. Who'll be the next?

When writing to advertisers just mention American Nurseryman.

THE J. H. FOSTER NURSERY

Successor to Foster-Cooke Co

Grower of Grape Vines, Currants and Gooseberries. In both 2 yr. No. 1 and 1 yr. No. 1. Have a surplus of the leading varieties in 1 yr. No. 1. and can furnish 2 yr. No. 1 in most or them. Write for quotations before placing your order; you will find my prices right—also grade. Can make early or late shipments.

Fredonia, N. Y.

New York State Nurserymen's Association

ANNUAL MEETING

Powers Hotel, Rochester, N. Y.

Thursday, February 8, 1923

There will be sessions morning and afternoon, commencing at 10 A. M.

Good speakers will address the meeting on pertinent subjects.

Banquet and entertainment at 7 P. M. Tickets \$3.00. All Nurserymen are invited.

Those intending to be present at the banquet should notify the Secretary, from whom tickets may be procured at the meeting.

C. J. MALOY, Secretary

209 Linden Street, Rochester, New York

Whatever
Your
Question



Be it the pronunciation of **Bolsheviki** or **soviet**, the spelling of a puzzling word—the meaning of **blighty**, **fourth arm**, etc., this **Supreme Authority**—

**WEBSTER'S
NEW INTERNATIONAL DICTIONARY**
contains an accurate, final answer.
400,000 Words, 2700 Pages, 6000 Illustrations. Regular and India-Paper Editions.

G. & C. Merriam Co., Springfield, Mass.
Write for specimen pages, prices, etc., and **FREE** Pocket Maps if you name this publication.

STRAWBERRY PLANTS RASPBERRY PLANTS

Best Varieties. Write for Prices
GEO. B. OWENS, Box 353, LESLIE, MICH.

Why Not Save Freight Charges

On Your Trade in Detroit and Vicinity?

As I plan to retire from the business I intend to dispose this Spring of the following list of

Choice Nursery Stock

2500 Norway Spruce, specimens in sizes from 3 to 8 feet

1000 Norway or Red Pines, 4 to 7 feet
150 White Pines, 5 to 11 feet.

Most of this stock has been transplanted three or four times.

1050 Silver Maples, 2 to 3 inches.

1400 Hard Maples, 1 to 2 1/2 inches
Several hundred Small Maples, 3 to 5 ft.

150 Black Walnuts, 1 to 2 1/2 inches.

500 White Pine, 2 to 4 feet.

50 Large specimens of Japan Walnut, twice transplanted; many bearing

200 Japan Walnut, 2 to 5 feet.

500 White Pine, 2 to 4 feet.

A few hundred White Pine and Spruce, 1 1/2 to 4 ft.

This stock is located eleven miles of Detroit limits, and is the only nursery so near Detroit and where the stock has been grown on the premises.

This choice nursery stock can be purchased at less than wholesale price, to be removed within three years, or will sell the land with the stock. Will make reasonable terms to responsible parties. One hour's ride on Grand River Suburban Car marked Northville, Farmington, Orchard Lake or Farmington Jct., will take you to Tuck Road Stop, then walk one-quarter mile to the right to cream-colored buildings.

Cars run every twenty minutes.

Peter Hanes Nursery
Farmington, Mich., R. D. 1

WANTED: PROPAGATOR

Shenandoah Nurseries,
Shenandoah, Iowa

FRUIT TREES

Fair assortment. Catalpa Bungil, Silver and Norway Maple, grape vines, shrubs, etc.

H. J. CHAMPION & SON,
Perry, Ohio

STRAWBERRY PLANTS

Rock bottom wholesale prices on leading standard varieties. We grow them by the million. Send us your list for quotations.

J. N. ROKELY & SON, Box 10, BRIDGMAN, MICH.

Remember the mid-month issue—The
AMERICAN NURSERY TRADE BULLETIN.
Forms close the 10th.

THE J. H. FOSTER NURSERY

Successor to Foster-Cooke Co

Grower of Grape Vines, Currants and Gooseberries. In both 2 yr. No. 1 and 1 yr. No. 1. Have a surplus of the leading varieties in 1 yr. No. 1. and can furnish 2 yr. No. 1 in most or them. Write for quotations before placing your order; you will find my prices right—also grade. Can make early or late shipments.

Fredonia, N. Y.

Make Yearly Contracts Now

For Trade Publicity in

American Nurseryman
American Nursery Trade Bulletin

PLAN TO PLANT ANOTHER TREE

Budget—1923: \$10,000

I NURSERYMEN

(a) 4000 Bulletins, 8 issues, postage, envelopes.

32,000 Bulletins	\$160.00
Postage	320.00
Envelopes	67.00
Labor	75.00

\$ 622.00

(b) Preparation of advertising campaign for Tree Planting Week and submission to Nurserymen

500.00

II NATIONAL ADVERTISING

(a) Weeklies and Monthlies

1,178.00

III PRESS SERVICE

(a) Trade Papers, 8 Bulletins

(b) Daily Papers 2479 Bulletins

(c) Agricultural and Horticultural Papers and Special Magazines—300 Bulletins.

Total 75,000 Bulletins	\$ 375.00
Postage	750.00
Envelopes	75.00

\$1,200.00 1,200.00

IV TREE PLANTING WEEK

(a) Circularizing the Press, also 2000 Civic Clubs, 2000 Chambers of Commerce, Garden Clubs, Womans' Clubs, Public Schools, Farm Bureaus including Boys and Girls Clubs and 25 other organizations

2,500.00

V TREE PLANTING CLUBS

(a) Organizing Expense with view of establishing local Tree Planting clubs in every town and city in the United States

1,000.00

VI GENERAL EXPENSE

(a) Office help	\$2,000.00
(b) Postage, General Correspondence	100.00
(c) Stationery	200.00
(d) Telegrams	100.00
(e) Traveling Expense	300.00
(f) Sundries	300.00
(g) Director's Salary	Nothing
(h) Office Rent	Nothing

\$3,000.00 3,000.00

\$10,000.00

AMERICAN NURSERYMAN, Ralph T. Olcott, Editor,
Rochester, N. Y., donates \$500.00 worth of space

500.00

\$10,500.00

The Movement

(Continued from page 37)

orchards and berry patches of America are permitted to go into decline. We Nurserymen must arouse and lead off with a program to see that these are replanted.

The people of each community have a right to enjoy parks and playgrounds. The public must be educated to a realization of the necessity for parks and playgrounds, and they will be supplied.

Our forests are rapidly disappearing. We are warned by those who know, that reforestation must be pushed or we will pay a heavy penalty. On every occasion "Plan to Plant Another Tree" must support this endeavor.

The roadsides of America must be beautified with trees, fruit trees, shrubs and flowers. An anxious throng of motorists are awaiting leadership to secure this much needed improvement.

The pillar of strength of America is in our homes. This movement must call into co-operation the landscape architects, the Nurserymen, tree dealers, tree agents, foresters, florists and seedsmen, and with a combined force, must so urge upon the home owners the necessity for planting the home grounds, that the time will come when even the humblest cottage will be graced by God's

beautiful trees and shrubs and flowers. Gentlemen, this is no time for discord. The various groups of horticulture must unite their forces and go forth to accomplish real things for the home owners of America.

REAL MARKET DEVELOPMENT

You have now heard this outline of the "Plan to Plant Another Tree" movement, which aims to beautify and enrich the entire country through the dual results of educating the public to plant and the Nursery trade to provide the trees and shrubs and service. It would seem that a more practical plan for market development could not be devised, because this movement creates eager desire for trees and plants as shown by last Fall's campaign, when the members of 59 organizations enthusiastically endorsed the project by hearty co-operation. Demand for the printed matter provided in the "Plan to Plant Another Tree" movement and the voluminous correspondence during and since the Fall campaign shows the extent to which the public has been educated in the brief space of a few months and the almost unlimited possibilities of this movement as it progresses.

It will be seen at once that as a direct result of such education of the public, advertising by individual Nurserymen or by firms becomes far-reaching and more effective.

SUBSCRIBERS FOR 1923

"Plan to Plant Another Tree"

Mr. William A. Peterson, Treasurer, 30 No. LaSalle St., Chicago, Ill.	
Peterson Nursery, 30 No. LaSalle Street, Chicago, Ill.	\$ 500.00
Jackson & Perkins, Newark N. Y.	100.00
Stark Brothers, Louisiana, Mo.	100.00
Conard & Jones, West Grove, Pa.	25.00
Pontiac Nursery, Detroit, Mich.	15.00
J. A. Young, Aurora, Ill.	100.00
D. Hill Nursery Co., Dundee, Ill.	500.00
Onarga Nursery Co., Onarga, Ill.	100.00
Golden Eagle Nursery, Golden Eagle, Ill.	25.00
Swain Nelson Sons Co., Chicago, Ill.	250.00
H. C. Burridge & Son, Libertyville, Ill.	15.00
L. F. Dintelman, Belleville, Ill.	10.00
Homewood Nursery, Homewood, Ill.	10.00
Custer Brothers, Normal, Ill.	5.00
Huntsville Wholesale Nurseries, Huntsville, Ala.	50.00
C. E. Wilson & Co., Manchester, Conn.	10.00
The "American Nurseryman," Roch- ester, N. Y.	25.00
Augustine & Co., Normal, Ill.	25.00
Palmgren's Nurseries, Glenview, Ill.	25.00
Golf Nursery, Glenview, Ill.	25.00
Glen Ellyn Nurseries, Wheaton, Ill.	25.00
North Shore Nursery, Libertyville, Ill.	25.00
Mount Arbor Nurseries, Shenandoah, Iowa	150.00
Condon Brothers Seedsmen, Rock- ford, Ill.	25.00
Freeman's Nurseries, Evanston, Ill.	25.00
Schweder Nursery, Morton Grove, Ill.	25.00
Eschrich's Nursery, North Milwau- kee, Wis.	25.00
Kankakee Nursery, Kankakee, Ill.	25.00
Klehm's Nurseries, Inc., Arlington Heights, Ill.	100.00
Hopedale Nurseries, Hopedale, Ill.	25.00
Arthur Bryant & Son, Princeton, Ill.	100.00
Beaudry Nursery Co., Oak Lawn, Ill.	50.00
Eugene A. de St. Aubin & Bro., Oak Park, Ill.	25.00
Wm. A. Beaudry Landscape Organi- zation, Chicago, Ill.	100.00
Littleford Nurseries, Downers Grove, Ill.	50.00
Shenandoah Nurseries, Shenandoah, Iowa	100.00
Breitmeyer Nursery, Rockwood, Ill.	50.00
Total	\$2840.00

President A. F. Lake, of the Shenandoah, Iowa, Nurseries, recently emphasized the importance to Nurserymen of giving service. It is his opinion that ninety-five per cent of Salesmanship is common sense, hard work and old-fashioned honesty. He realizes that there has been a lot of talk about Service, but he is convinced there is very much in this subject which Nurserymen would do well to put into practice. In his opinion the Sale does not end all. He is strong for looking out for the interests of the planter, following the sale and the collection of the bill.

James A. Tufts, Jr., formerly of Durham, N. H., has transferred the Granite State Nurseries to Exeter, N. H.

When writing to advertisers just mention American Nurseryman.

The desire to plant is extending rapidly as the result of this movement. The work last Fall will make this Spring easier and each season the effects will be cumulative in a constantly widening circle.

This work is national in its character. It has no limitations. It is not for a state only; nor for a section of the country. The direct beneficiaries are the Nurserymen, the florists, the landscape architects, the seedsmen, the manufacturers and dealers in horticultural accessories.

The Plan to Plant Another Tree Movement is practical, popular, laudable in its purpose and productive in results, both to those who buy and those who sell trees and plants.

What more can be asked? Have we not found at last a common ground upon which we all can work whole-heartedly?

GRAPE VINES A SPECIALTY

ALSO
CURRANTS, GOOSEBERRIES

Best varieties. Well rooted.

WRITE FOR PRICE LIST.

T. S. HUBBARD CO., FREDONIA, N. Y.

PEACH SEED

Plant Tennessee Natural
Peach Seed, 1921 Crop.

Will be glad to quote prices

SOUTHERN NURSERY CO.,
Winchester, Tenn.

GENUINE N. C. PEACH PITS

Get our prices

It will be to your advantage to order seed NOW for Fall planting 1923.

J. Van Lindley Nursery Co.
Pomona, N. C.

FRUIT

Have a few Standard and Dwarf Pear and Quince to offer.

SHADE TREES

Large stock of Sugar Maples, 2½ to 4 inches.
Nice block of transplanted American Elm 1½ to 3 inches.

Shrubs and Perennial Plants

General Assortment.

W. B. COLE, Painesville, Ohio

SCARFF'S NURSERY

Headquarters For
SMALL FRUIT PLANTS and
LINING OUT STOCK

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Mulberries
Blackberries	Sage
Elderberries	Horseradish
Currants	Asparagus
Gooseberries	Rhubarb
Grape Vines	Raspberry Seedling
Privet	Althea Seedling
Hydrangea	Calycanthus Seedling
P. G. Layers	Russian Olive Seedlings

Our list quotes lowest prices

W. N. Scarff & Sons, New Carlisle, O.

Twice-a-month

Nursery Trade Publicity

AMERICAN NURSERYMAN

American Nursery Trade Bulletin

Northern Retail Nurserymen's Association

The annual meeting of the Northern Retail Nurserymen's Association in St. Paul, Minn., Dec. 4-5, 1922, was called to order by President E. C. Hilborn who made his opening address, touching on conditions as they existed in the Nursery industry in the early days of the association and reviewing the progress made to a better general understanding of the fundamental principles of the Nursery business, bringing out the opportunities that Nurserymen have to serve the public, and citing the reward for good service.

After luncheon fall planting was discussed, the general sentiment being that while a Nurseryman who is familiar with our climatic peculiarities can successfully plant a great many subjects in the fall, it would be unadvisable to recommend such course to the average planter in the Northern Mississippi Valley for the reason that, especially in the prairie sections, newly set stock is likely to have practically all the moisture frozen out of the stems before the spring thaws and rains set in.

There was, however, a very strong sentiment in favor of encouraging more general planting. Along this line R. D. Underwood moved that the Northern Retail Nurserymen's Association go on record as favoring a recommendation to the governor of Minnesota that he proclaim the last week of April as "Tree Planting Week." M. R. Cashman amended this motion,—to send the resolution also to the governor of Wisconsin, Iowa, South Dakota, North Dakota and Saskatchewan, Canada; that R. D. Underwood be appointed to draft such resolution, and that this matter be referred to the executive committee. This motion was unanimously carried.

Mr. Cashman recommended that the committee call attention of the governors addressed to the action along this line taken previously by the American Nurserymen's Association and that governors of other states have made similar proclamations. This brought up a discussion of the slogan originated by J. A. Young, of Aurora, Ill.,—"PLAN TO PLANT ANOTHER TREE." Mr. T. A. Torgeson made a motion that was enthusiastically carried that we go on record as heartily in accord with this "PLAN TO PLANT ANOTHER TREE" campaign.

M. R. Cashman made an address on "What the National Association is Doing for Us." Mr. Cashman, having been president of the national association in 1921, was in a position to give an interesting and instructive talk, with convincing reasons why every Nurseryman ought to become a member of the national organization.

E. C. Killmer was heard regarding the "Spirit and Value of Co-operation" and how he, as one of the newer members, had been benefited by contact with older firms. The

matter of freight rates in Minnesota was taken up and discussed.

Bj. Loss spoke on the economies that can be effected by co-operative buying of Nursery supplies. Along this line he suggested that we issue a standardized booklet of instructions for salesmen in regard to the principles of landscape planting, and the ornamental stock suitable for such purpose in our northern climate, and the same also in regard to fruits, etc. The discussion led to appointment of a committee on getting out such booklet and to make a recommendation to the executive committee.

R. D. Underwood gave a talk, "Reminiscences of My Father's Work," an interesting review of the life work of J. M. Underwood, who was prominent in Mid-West horticultural activities for well over half a century. Monday evening the members attended the theater in a body.

Tuesday we had an informal talk by Prof. W. H. Alderman, on "Experiment Station Service for Nurserymen." This touched on the work of the departments that are co-operating to help the Nurseries keep their stock pure and free from disease and insect pests. He told about the work at the Minnesota State Fruit Breeding Farm in originating and testing new varieties of fruits and ornamentals for the North, with a list of the most promising of the newer apples and plums. John Hawkins, of Minneapolis, gave a practical talk on "The Better Ornamentals."

T. A. Torgeson read a paper on "Bonding the Salesmen," bringing out the benefits to both salesman and Nursery and the public when this becomes the general practice. This was conceded to be the outstanding topic discussed at the convention. (This address will be found elsewhere in this issue).

John Nordine spoke in his usual humorous vein on "The Nursery of the Future," giving us a glimpse of the way the business will be run when the millennium arrives.

At the close of the annual dinner the report of the committee on resolutions was presented by Messrs. Mitchell and Loss and was adopted by rising vote.

Officers elected are: President, T. N. Torgeson, Estevan, Sask., Canada; vice-president, L. J. Tucker, Madison, Wis.; secretary-treasurer, C. H. Andrews, Fairbault, Minn.

C. H. ANDREWS, Secy.

When writing to advertisers just mention American Nurseryman.

A recent subscriber to our Credit and Information List says:

Think it the best money we have ever Spent
NATIONAL FLORISTS' BOARD OF TRADE
48 Wall St., New York City

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

Evergreens
Lining Out Stock
Seedlings
Specimens
THE SCOTCH GROVE NURSERY
SCOTCH GROVE, IOWA.

Strawberries

Summer and Fall Bearing
Headquarters for Strawberries
and Fruit Plants of all kinds. Raspberries, Blackberries, Currants, Gooseberries, Grapes, Fruit Trees, Roses, Shrubs, Eggs for Hatching, Crates, Baskets. Catalog free.
L. J. Farmer, Polaski, N. Y.

Aim of the Nursery Trade

In the course of his address before the Illinois Association on "The Aim of the Nursery Trade," Ernest Hemming, editor National Nurseryman, Hatboro, Pa., said:

Judging from the addresses made at the convention, opinions expressed by individual Nurserymen, and association activities, the belief is all too prevalent that restricted output would be panacea for our troubles. It is only very recently the national association made a tentative attempt to convert itself into a monopolistic corporation. They closed doors to the public.

The average Nurseryman sees or thinks he sees other trades that are able to control output and in a measure control prices and would like to apply the same practices to the Nursery trade. But, gentlemen, we're not handling proprietary goods, patents or even manufactured articles. Ours are primary products with the raw material only limited by brains and labor. How are you going to artificially control prices? I am sure not by selfish processes of restricted output. A business to be a success must produce in such volume and at such prices that its goods are within the reach of all, if it is to reach its maximum of service to the people. Don't for a moment think that any propaganda or publicity is going to produce the results we are after unless it is founded on serving the people to their advantage rather than ours. Look into the history of any successful business corporation or association; they have succeeded to the extent they have served humanity. If you could consult one of the executives of these monopolies he would tell you while they charge all they can they are very careful not to raise the price to where it will reduce consumption.

Maximum consumption at highest price it will permit should be the policy of the Nurserymen—not restricted consumption with a view to keeping prices up. To attain maximum consumption, we must approach the problem from the consumer's point of view and make our goods easily available to all and in doing so you will make them popular. It is up to the Nurserymen or ornamental horticulturists, as we sometimes call ourselves, to do something that will entitle us to our profession. If the extent of our service consists of getting as good living as we can for ourselves, we do not deserve the interest of others. But if we are the means by which we make it possible for the homes of the country to be made beautiful, why then we shall be entitled to co-operation from everyone and get it.

The sentiment, desires, of the whole country are in our favor, if we still only tackle the job and do it. There is scarcely a child born that does not like to play in the dirt; grown people are only children of larger

growth; and lying dormant in practically everyone is a love of the beautiful and the desire to place a stick in the mud and grow a beautiful tree or in some way satisfy a plant hunger that lies dormant in almost everyone. In fact, if we look at what might be called the field for the market development for Nursery products, there is absolutely no end and no limit and we as a trade are years behind other trades in the methods of selling and distributing our products. The United States has now reached an age as a country when the people have more time to think about the finer things of life. Americans are better clothed than any nation on earth, better housed, better fed. They have more luxuries, yet perhaps when it comes to the yards, gardens, houses, villages, towns and cities they are decidedly more utilitarian than beautiful.

The Nursery trade has been progressive in methods of production; when the necessity has arisen it has been equal to it. The fruit industry alone proves that; but it is sadly behind in distribution, lacking modern methods of publicity, advertising and distribution. The units of the trade try to be producers, wholesalers and retailers, even encroaching on the profession of landscape gardening. The trade as a whole has never been able to see that such a policy must necessarily prevent large consumption of its products, as is enjoyed by other trades.

Try and imagine the growers growing only those things in great quantity they could grow cheapest and best, depending on the retailers or small Nurseries distributing their goods to the consumer. The large concerns instead of having centralized Nurseries trying to grow a great variety and sell them, establishing a chain of small Nurseries so that every town would have its Nursery as well as its butcher and baker. The goods to be shipped in bulk to these distributary points. I am not referring now to the supplying of large commercial orchards, parks, cemeteries, etc., but the homes in county, town and village throughout the United States. The very nature of our products would seem to call for such an aim in Nursery business.

Capital stock of the Southern Nurseries, Winchester, Tenn., has been increased to \$150,000.

When writing to advertisers just mention American Nurseryman.

Black Walnut Graftwood

Stabler, Thomas and Ohio, the recognized standard varieties. Your trade demands these standardized varieties.

Abraham's Orchards & Nursery
Martinsville, Indiana

ROSES

We offer the following list of field grown Roses, grown right and handed right for late Fall shipment, about 50-50 No. 1 and 1-2.

American Beauty—Red	F. K. Druschki—White	La. Detroit—Pink
Bessie Brown—White	Gen. Washington—Red	La. France—Pink
Capt. Christy—Pink	Gen. Jack—Red	La. France—White
Carolina Testout—Pink	Geo. Dickinson—Red	Luxemburg—Yellow
Dudley Cross—Pink	Killarney—Pink	Meteor—Red
Etoile De Lyon—Yellow	Killarney—White	Mme. Abel Chatenay—Pink
Etoile De France—Red	K. A. Victoria—White	Paul Neyron—Pink
Francis Kruger—Yellow	Lady Hillingdon—Yellow	Ulrich Brunner—Red

IN ADDITION TO LIST OF ROSES NAMED ABOVE GOOD ASSORTMENT OF GENERAL NURSERY STOCK. SEND US YOUR WANT LIST.

WAXAHACHIE NURSERY COMPANY, Waxahachie, Texas

BARBERRY SEEDLINGS

Our present crop is the best ever, both as to quantity and quality, also a nice lot of Ibota Privet and Ampelopsis Veitchii Seedlings.

We are now in a position to quote prices that we know will interest you and make you money.

C. E. WILSON & COMPANY
MANCHESTER, CONN.

BOX-BARBERRY

Went Over the Top this Season
Is there any wonder when it possesses the following qualities:

- 1—Absolute hardiness.
- 2—Ability to withstand severe shearing.
- 3—Uniformity in growth and habit.
- 4—Attractive autumn foliage effect.
- 5—Freedom from disease and insect attack.

We sold over a quarter of a million this year, next year it will be a million. Advertising in the leading horticultural journals will continue which will help your sales. Orders for lining out stock now being booked.

Woodmont Nurseries, Inc.,
The Elm City Nursery Co. New Haven, Conn.

Grape Cuttings

OUR SPECIALTY

Ask your Nursery for our stock it is guaranteed true to name and of **GRADE NO.-1**

Independent Fruit Co.

PENN YAN, N. Y.



BECOME A LANDSCAPE ARCHITECT
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their business. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 53-F Newark, New York

RASPBERRY PLANTS

Book your orders now and save money.

ONE YEAR APPLE, 4 Feet Up.
Two Year Apple for Fall 1923 Delivery.

Write us for prices.

Silver Hill Nursery

Chas. E. Kelley, Proprietor
Newark, New York

BARBERRY THUNBERGII SEEDLINGS

Amps. Veitchii, Ibota Privet, Apple Seedlings, Apple Trees; 2-year Pear, Asparagus, California Privet, Barberry Thunbergii 2 and 3 years old.

Get our prices for fall and spring.

ROCKFALL NURSERIES

Rockfall

Conn.

For Sale-NURSERY SPADES

30 Oliver Ames Nursery Strap Spades, price \$1.50 each. The above spades are extra strong light steel strap nursery spades and good value at the price offered.

The D. HILL NURSERY CO.
DUNDEE, ILLINOIS

Established 1878
**Oregon Grown
 SYCAMORE MAPLE**
 (Pseudo Platanus)

12,000 1 yr.	3 to 3 1/2 ft.
15,000 1 yr.	2 to 3 ft.
12,000 1 yr.	18 to 24 in.
10,000 1 yr.	12 to 18 in.

Beautiful, clean, straight stock for lining out. Ready for shipment after December 1st, 1922.

Will be pleased to quote you our prices. They are right.

Milton Nursery Company,
 A. MILLER & SONS, INC.
 Milton, Oregon

**SPECIAL PRICES
 TO THE TRADE**

We offer the trade: Spirea V. H. A. W. Callosa alba, Snowball, Pink, Red, White Honeysuckle, Cornus, Buckthorn, Barberry, Caragana, Cotoneaster acut. Hydrangea, Englemannia, Ivy, Bleeding Heart. Complete line of Roses, climbers, Cut-leaf Birch, small fruits, lining-out stock, Barberry seedlings, all sizes. Send us your inquiries. Prices right. Open for growing contracts. Write us your needs.

In market for some items. Send list with prices. Get our prices before you buy. Let's get acquainted.

KILLMER-BRADY NURSERIES, Saint Paul, MINN. U.S.A.

NURSERY SOIL PROBLEMS

Are deeper than the plow depth and wider than a brand of fertilizer. Texture, Drainage, Subsoil, Acidity, Humus, Fertilizers. We can assist you as well as your patron in working out such problems and in making your stock grow successfully.

The Fropin Agricultural Consulting Service
 407 Evening Star Building, Washington, D. C.

Headquarters for Dewberry Plants

CAN ALSO SUPPLY STRAWBERRY PLANTS, ASPARAGUS ROOTS AND GRAPE VINES.

V. R. ALLEN, SEAFORD, DEL.

L. J. RAMBO, Bridgman, Mich.

Offers for spring 1923, large quantities of GRAPE VINES, 1 and 2 years old; many varieties of RED and BLACK CURRANTS; also GOOSEBERRIES. Please send for price list.

THIS SPACE

58c Per Week Under Yearly Contract

Including Publication in both AMERICAN NURSERYMAN and AMERICAN NURSERY TRADE BULLETIN. 68 Cents a Week. One Month: \$2.80 in both.

*The investment that grows
 in value each month --*

United States

Treasury Savings Certificates

In five years

\$20.50 grows to \$ 25

\$2.00 grows to 100

\$20.00 grows to 1000

Buy at your Post Office

When writing to advertisers just mention American Nurseryman.

NOTICE OF CHANGE OF ADDRESS

Beaudry's Nursery Company announce the removal of their Chicago office to the Nursery, 103d Street and South Crawford Avenue, one and one-half miles southwest of Chicago city limits. New address, for mail only

Beaudry's Nursery Company
 Oak Lawn, Cook County, Illinois

Receiving Point
 FREIGHT AND EXPRESS
 Washington Heights Chicago, Ills.

President Klehm's Illinois Association Address

In the course of his address at the Chicago convention last month, President George Klehm made these practical suggestions:

DISTRIBUTION

Is our method of distribution wrong? Should we not have hundreds, perhaps thousands, more retail Nurseries in Illinois? By this I do not mean growers. I do mean Nurserymen with perhaps one or two acres of ground planted with samples or examples of various shrubs, trees, fruits, and plants; and who, during the planting season, carried in stock all fruit trees, shade trees, berry bushes, shrubs and plants.

The neighborhood florist could do this, but is there not room for many such distributors as I have indicated? This leads me to say that I believe too much money is spent in growing, and not enough in selling. A retail distributor such as I have described could buy his stock from the wholesaler and when his selling season was over he would have plenty of money to pay his wholesale bills and a neat profit for himself. What is a Nursery anyhow? A man does not have to be a grower to be a Nurseryman. Take as an example, here in Chicago about eight Nurseries and a few small dealers are trying to serve 3 1/2 millions and more people. No sane business man believes that this is possible. No other industry would do this. We should have at least 500 retail distributing Nurserymen located on all important highways entering Chicago. It is your president's belief that should this be done a tremendous volume of business would, and could be done. We are not now reaching the planters. Shall we not encourage the retail distributing Nurserymen? All of these hundreds of retail distributors, advertising aggressively and continually throughout the year in one way or another, exhorting the consuming public to plant more fruits, trees, shrubs and flowers, would increase the business of every other retailer, as well as the grower and the wholesaler.

Undoubtedly, the largest retail distributors of Nursery products today are the firms who employ agents. These firms carry a multitude of agents. Let us consider that the plate books carried by these agents are the display windows of the retail distributor. The agents should be encouraged in their work and every effort should be made to protect the Nurserymen back of this army of retail distribution of our products.

DEMORALIZED MARKETS

It is all very well for us to croak about the shortage of stock now, but how about the future with over production and smashed prices? I think the Nurserymen ought to be divided into classes—the grower who sells to the wholesaler—the wholesaler who sells to the retailer—and the retailer who sells to the consuming public. Should these divisions of the trade be made, there would be co-operation in the Nursery industry. What smashes the market and kills our trade is the cutting of prices. If a retailer is long on an article he sells to the consumer at wholesale or sometimes less. Retailers also sometimes have a little extra stock on hand and quote other retailers at lower prices than standard wholesale. This practice hurts the wholesaler and should be discontinued. The wholesaler sees this and he goes in to take some of this cheap trade to lower his stock. Well, about that time the poor grower says, "I will be left to hold the bag if I do not get busy," and he slashes prices to a still lower level and goes after the consuming public with the profit all knocked out. The result is demoralized markets and a general failure to good business practice, and the Nurserymen generally are classed as bad business men, and are even called crooked. They are not

crooked—they have cut their own throats by trying to undersell each other, on account of lack of proper distribution. This can easily be remedied. Let the grower sell to the wholesaler—the wholesaler sell to the retailer, and the retailer deals with the public or the planter. It should then be the business of both grower and wholesaler to help the retailer unload. If this method is carried out the whole Nursery industry will be satisfied and everybody will be happy.

The county will be made better because of the added fruits and flowers and the planting public will have confidence in the Nurserymen. There may be a few rogues in the Nursery business, but this method will soon get rid of them.

There is no objection to one Nurseryman being a grower, a wholesaler and a retailer. He must, however, know in which class he is doing business. He must not quote wholesale prices to planters in whatever division. The wholesaler should have the support of the retailer and the wholesaler should support the retailer by helping to move the goods off the counters of the retailer, not by hindering him with cheap prices. Look around the county today and see what the wholesalers are doing. They not only sell to the retailer but advertise in papers offering grape vines, and other fruits, at even a lower price than wholesalers direct to growers. This undoubtedly hinders the retailer in his efforts to dispose of the goods which he has purchased from the wholesaler. It creates dissatisfaction and disposes of all co-operation. Again the growers ought not to go over the wholesaler and sell goods to the retailers at growers prices. Perhaps one way of correcting this evil is to appoint a fair price committee, and have them publish a fair price at retail.

TREE PLANTING WEEK

I am told that Missouri started Tree Planting Week. Under "Plan to Plant Another Tree" this has been successful all over the country. Spring Tree Planting Week must be supported by all our Nurserymen. We cannot expect Chambers of Commerce and Agricultural Clubs to put this over for us. Each of us must do our share.

CO-OPERATION WITH FLORISTS

Do we really try to co-operate with florists or do we merely try to get a little business from them? There are thousands of florists in Illinois who will make splendid distributors of our products and increase their own profits. We need to help them in a substantial way. Let us all aim at better Nursery stock to supply an anxious public. The florists will help us put our goods out on home grounds and in orchards. Co-operate with the Florist in your neighborhood and get him to help you solve the problem of making your community better by planting more trees, shrubs and flowers.

Has any Nurseryman ever tried the experiment of calling together all Nurserymen, tree agents, landscape gardeners, tree dealers, florists and seedsmen for a conference on how they can help the Women's and other civic and agricultural clubs make the country better by planting trees, shrubs and flowers? Gentlemen, we know these things ought to be done. We should be the leaders in these movements and help to get results by the clubs, etc. Do not raise the cry that you will be asked to donate. If you show the right spirit you can get your regular retail price and folks will like you because you helped in a public benefit. Try it out.

Remember the mid-month issue—The AMERICAN NURSERY TRADE BULLETIN. Forms close the 10th.

**GRAPE VINES
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Write for prices before placing your order. You will find them right; also grade.

THE J. H. FOSTER NURSERIES
 Fredonia, N. Y.

Spiking The Acid-Soil—Acid-Plant Problem

By Elmer O. Fippin, Washington, D. C.

What has been your experience in growing and sending out those shrubs and herbaceous plants that are known to thrive only on an acid or sour soil? Have you been uniformly successful?

Some plants that will grow on a very acid soil will also thrive on a neutral or sweet soil. The American basswood will do this. It is true of the common oaks, rhododendrons such as the Great Laurel and one or two of the Lady Slippers have this capacity of wide adaption. The weed, horse sorrel is a notorious example.

But a great many plants useful for ornament as well as for food, fiber and forage do not have so wide a range of adaption. Their range may lie to one side or the other of a neutral soil condition.

SLIGHT ACIDITY FOR MOST PLANTS

The great majority of farm and garden plants lie to the slightly acid to neutral side of the range. This is especially true of the more common legumes such as red clover, alfalfa, white clover, soy beans and to a less extent of cow pea and alsike clover.

It is obvious that a plant requiring an acid soil must have that need met if it is to grow successfully. A matron will inquire, "How can I fix my soil so the azalia, arbutus and the mountain laurel will thrive?" These are acid soil requiring plants, as are many of the orchids and a few of the ferns and individual species in most groups of plants.

SOIL ACIDITY IS COMPLEX

Acidity, as it has ordinarily been dealt with in the soil, is so complex a phenomena and there have been so many methods of measuring it, the results of which do not always agree, that it has been a slow process to devise methods adopted to measure the active acidity of the medium in which the plant roots grow. Even now many precautions must be taken such as consideration of the character of the subsoil, the nature and direction of the leach water in the soil, the drainage basin of the adjacent stream and so on. All these different methods of measuring soil acidity, such as the litmus paper, the Truog, the Jones and the lime water methods have value for certain purposes. But they do not always measure the specific active acidity in the soil solution to which the plant roots are exposed.

A NEW METHOD

The one method that accomplishes this is the one that measures the abundance of the particular element—hydrogen—in the solution that is in a free or ionized state and imparts the sour taste known as acidity.

By employing this method which involves

complicated electrical equipment in the laboratory, or by using the different dyes whose color changes are correlated with the varying strength of hydrogen ions, as measured electrically, it is now possible to conveniently recognize soils that are actively acid and to study the response of different plants to this acidity. This permits the selection of soils suited to different plants with different ranges of acid tolerance. It has been shown that soils can be made acid by special treatment and thus favorable to acid requiring plants.

ACID CROP FARMING

Doctor Coville, botanist of the U. S. Department of Agriculture is now carrying on extensive investigation of the Blueberry by which it is grown in large cultivated fields, on acid soil of course, and marked improvement in varieties and fruiting are being accomplished.

Before many years the Blueberry bush will be in controlled agriculture and a stock in trade of the Nurseryman.

ACID SOIL SURVEYS AND MAPS

All this means that more attention must be given to the soil reaction and the range of tolerance of each variety of plants to the acidity—alkali reaction. A large mass of facts about these ranges for both wild and cultivated plants is now being accumulated.

Having this information, it is also necessary to measure the reaction of the soil and if there is marked difference in a small area these differences may be mapped, thus showing where each type of plant may be successfully grown. In fact, the practice of making soil acidity maps of considerable areas has already begun. The case we have in mind was a map for a man on Long Island who plans to devote a large area to a wild flower arboretum.

NURSERYMEN ARE MUCH CONCERNED

This point is of especial concern to the Nurseryman who is growing a large collection of plants. If some of his plants thrive in some parts of the farm and droop in other parts for no obvious reason, it may be due to this question of soil reaction. It is equally important in sending out plants to know the nature of the soil conditions in which they are to be placed and the person who is starting a large plantation of a particular stock, or the park or residence lot that is to be planted with a mixed landscape design of plants, very much needs to have a careful study made of the soil conditions with reference to acidity as well as other factors such as moisture capacity and nitrogen supply that are vital to success.

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THE BONDING OF NURSERY SALESMEN

By Theodore A. Torgeson, Managing-Director Prairie Nurseries Limited, Estevan, Sask.—Paper Read at Convention of Northern Retail Nurserymen's Association in St. Paul, December 5, 1922

All salesmen should be bonded. This applies to those who do not handle money as well as to the salesmen who are authorized to make collections. The usual object sought in bonding is protection against money loss. I maintain that other results would follow general bonding which would be far more important. This would apply to all branches of salesmanship but, for purposes of this discussion, I will confine it to the Nursery industry.

The Advance Collections or Pre-Payment plan first brought the idea of bonding Nursery salesmen prominently before us. It is the first and most important step toward the general bonding of the salesmen in our industry. It is, therefore, in order briefly to review the history of the advance collections plan and to call attention to the fact that it has been so perfected that Nursery companies can now bond their commission salesmen.

You will remember that several years ago I gave to this Association a detailed report on the Advance Collections plan inaugurated by Prairie Nurseries Limited of Estevan, Sask., eight years ago. The plan had met with unqualified success in its operation in Western Canada. Several of you decided to try it out and at the convention held a year ago heartily recommended it to the other members. I remember particularly that Mr. Chinberg, of the Hankinson Nursery, reviewed the remarkable results secured by his firm and strongly recommended that all adopt the plan. The President of our Association, Mr. E. C. Hilborn of the Northwest Nursery Company, had also tried out the plan in North Dakota and urged the other members to make use of it. Mr. E. M. Sherman of the Sherman Nursery Co., had collected considerable money in advance on orders secured in Iowa and the neighboring states. Mr. Loss of the Jewell Nursery and Mr. Mitchell of the Mitchell Nursery Co., also spoke of the satisfactory results they had secured in using the plan in Minnesota and elsewhere.

The first press publicity was given the plan about one and a half years ago when Mr. L. J. Tucker, Secretary of the Nursery Retail Dealers Association of America, included a review of my report in one of the regular bulletins of the Association. He has given enthusiastic support to this plan at different times in this bulletin and while addressing gatherings in Nurserymen. Mr. M. R. Cashman, while president of American Nurserymen's Association, had closely followed our experiences and had become convinced that the Pre-Payment Plan should be adopted by the entire industry. He presented it at a convention of the Western Nurserymen's Association held last January in Kansas City and this Association decided to adopt it and recommend it to the trade. A committee consisting of Messrs. Paul Stark, M. R. Cashman, E. H. Balco, C. J. Marshall and J. Frank Jones was selected to work out the details of a uniform plan. This committee secured data from Nurseries which had already tried the plan and added several new features. The work of the committee, of which Mr. Stark was chairman, was carried on with exceptional thoroughness and energy. In a comparatively short time it perfected the uniform Advance Col-

lections Plan, made arrangements with a large bonding company to bond commission Nursery salesmen, issued a 16-page booklet giving full details and sent copies to 4,500 Nurserymen with recommendations that the plan be put into effect at once. Hundreds of Nurseries adopted the plan as outlined by this committee.

One phase of this committee's work is of particular significance; it made arrangements so that commission Nursery salesmen could be bonded. We had arranged five years ago with an English company to bond our salesmen; but, up to the time the committee commenced its work, no American company would bond commission Nursery salesmen. This committee has rendered a great service to the American Nursery industry. If any of you did not receive its report, I would urge you to secure it from Mr. Stark. For you who have already adopted the Advance Collection Plan, the committee's report will suggest additional features that are an aid, and for you who are operating under the old system, it will provide a method to place your business on a safer and more certain foundation.

Some Nurseries have adopted the system of collecting money through salesmen, but have not placed their salesmen under surety bonds. This is a serious mistake. In the first place, all such Nurseries should take the ordinary and generally accepted precaution of securing bonds to protect

themselves against loss. In the second place, the bonding of such salesmen will enable these men to collect more money, through the public confidence inspired by such precautions. But I go a long step further and recommend that Nurseries which do not permit their salesmen to make collections should also bond their men and should then advertise this fact to the public. The cost of bonding salesmen is low—\$5.00 will provide sufficient bonds for general purposes for a salesman, under the arrangements made by the committee of the Western Nurserymen's Association. In fact, the commission men should pay this cost themselves. Our salesmen have been bonded for the past five years; and, realizing the benefits which they derive, none have made the slightest objections to paying for their own bonds. But even though you pay for your salesmen's bonds, the results justify the expenditure—in fact the results would justify the expenditure of many times the amount required.

The main results of the general bonding of our salesmen would be (1) It would create a favorable public opinion. (2) It would make for more efficient salesmen. (3) It would protect the Nurseries against loss that might otherwise occur. IN BRIEF, MY CONTENTION IS THAT THE GENERAL BONDING OF SALESMEN WOULD INCREASE SALES AND PROVIDE PROTECTION AGAINST LOSS.

It would favorably impress the public. This is of vital importance in the expansion of our industry. While the great majority of Nursery salesmen have carried on their work in an honorable and creditable manner, there have been enough of the disreputable type to create an unfavorable impression in the public mind. This has given



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rise to onerous legislation in some states and provinces and has also resulted in publicity injurious to the trade. Can you imagine any better way to allay public suspicion than to prove to the public that you are taking precautions to protect it from disreputable salesmanship? The public knows that bonding companies will not bond dishonest men. Notice to the public that all your salesmen are bonded, reliable men would place your work on a higher plane in the public estimation. Can you estimate the value of the publicity that would result if the entire Nursery should decide to bond all Nursery salesmen? It is quite generally known that commission salesmen in any line can not be bonded. The fact that Nursery salesmen are able to secure bonds places them on a higher level in the public mind. The general bonding of Nursery salesmen would give rise to most valuable publicity, for it would conclusively prove that our industry is taking precautions to protect the public.

The general bonding of salesmen would result in more efficient sales staffs. The taking out of bonds would react favorably upon the salesmen themselves by arousing them to a greater sense of their responsibilities. They would carry bond cards to show their prospective customers and every time they were exhibited there would be an unconscious strengthening of the sense of personal responsibility. This in turn would be felt by the public. Furthermore, the higher morale of Nursery salesmen in general would attract a better grade of men from other sales fields. Besides, men of questionable reputation would be kept out of the sales staffs through the investigation carried on by bond companies. In these different ways, the efficiency of the staffs would be greatly increased by the general bonding of our salesmen.

The bonding of salesmen would protect the industry from future probable loss by keeping out those proven dishonest in other work and those who are heavily involved. The bonding companies have the facilities for making a more thorough investigation of the past records of applicants than have Nursery companies. Furthermore, they are not influenced by a pleasing exterior that

may hide serious weakness. Facts only count with them. Besides protecting the industry by keeping out dangerous men, the practice of bonding keeps those who are in the Nursery sales field, and who may naturally weaken at times, from giving way. They realize that bonding companies do not show leniency. The bonding of salesmen enables the companies to use these men on collections as well as in sales without danger of loss.

I urge you carefully to consider the proposition of general bonding before rejecting it in your minds. I contend that it would protect the public by tending to eliminate disreputable salesmanship; its publicity value would be incalculable; it would increase sales through greater efficiency of sales staffs and it would provide protection to the companies against money loss.

Dwarfing Fruit Trees

A circular from the N. Y. Expt. Sta., at Geneva explains why dwarf apple trees are unsuited to commercial plantings and refers to their use by the amateur grower with limited space.

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